

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

LONG'S Fall Garden Book

62.11

THE J. D. LONG SEED COMPANY

1933 **Boulder, Colorado** 1933



"That's Me—J. D.," In My Iris, June 7.

Iris Prices for Fall Delivery, 1933

The 1933 new crop Iris divisions will be shipped at your convenience any time from about September 1 to December.

Except wholesale list, all Iris roots priced prepaid in U. S. A. and Canada. **TERMS:** Cash with order, or $\frac{1}{4}$ cash, balance c. o. d.

Prices are for divisions, as usually sold and planted.

The Iris blossom is **tripartite**. Three portions stand erect, their tips meeting. These are called the **standards**. Three portions droop. These are called the **falls**.

Usually the two sets are of different colors, shadings or markings. In describing Iris blossoms "S" means standards, "F" means falls. Keep this in mind and it will help you to visualize the appearance of the flower.

NOTE. You will notice in descriptions given by myself and others the word "self." This means that both standards and falls are the same color, and that the colors are not "ringed and streaked," but are without markings or at least have no conspicuous markings. Pink Satin is an excellent example of a fine Iris "self." Selves are not very plentiful among Iris varieties. Usually the standards are lighter than the falls.

AMBASSADEUR. A wonderful variety now so plentiful that costs you very little. But tho inexpensive Ambassador compares very favorably with some of the newer sorts costing a dollar or more each. S. bronzy-violet. F. rich velvety red-purple. 15c.

(Iris Continued—Next Page)

- ANNA FARR.** Flowers white, bordered with blue. 15c.
- ANN PAGE.** Large lavender-blue self. Fragrant. 25c.
- ANTARES.** S. soft cream. F. white, dotted blue. 35c.
- ARCTURUS.** S. pale yellow. F. brilliant dahlia purple. 25c.
- ARGOS.** S. blue-mauve. F. reddish, shading to blue. 35c.
- ASIA.** S. lavender, suffused purple. F. light purple. 15c.
- BLACK PRINCE.** (True Perry variety.) S. intense violet, F. black-purple. Rich combination. 15c.
- BLUE BANNER.** S. light lavender-blue. F. velvety deeper blue shading to pale blue at edges. \$1.00.
- BLUE VELVET.** Both standards and falls rich velvety dark blue. Flowers of heavy substance well placed on strong stems splendidly branched. As the name implies, the flower has the appearance of rich, dark blue velvet. Buds almost black. \$4.00.
- BOUREM.** S. Bordeaux red. F. violet, shaded garnet-red. 50c.
- BRANDYWINE.** S. and F. pale blue. 15c.
- BRUNO.** S. bronze, tinted lavender. F. velvety wine-purple. Flowers unusually large and of heavy substance. An outstanding Dominion seedling. 35c.
- BUTO.** S. royal purple. F. dark violet. 50c.
- CANDLELIGHT.** Both standards and falls light pinkish lavender, illuminated within with a rich golden glow. Candlelight won highest rating a few years ago in a symposium conducted by the American Iris Society. 50c.
- CARDINAL.** S. lavender, overlaid rose. F. dark red purple of velvety texture. 50c.
- CASSIOPEE.** S. ageratum-blue, with smoked edges. F. dauphin's blue. 35c.
- CONQUISTADOR.** Lavender-violet. Tall, large and fragrant. 25c.
- COPPERSMITH.** S. crimson purple. F. Indian lake shading to dahlia carmine. 50c.
- DESERT DAWN.** A glorious rich yellow and lavender blend, with the effect of radiant illumination, retaining small areas of pure lavender in the tips of both standards and falls. \$6.00.
- DOXA.** S. creamy blend. F. flushed with mauve, shading to rich chestnut. \$1.00.
- DR. CHAS. MAYO.** Lovely lavender-pink. One of the most charming in the pink toned class. Fragrant. 35c.
- DREAM.** Both standards and falls beautiful lilac-pink. Very dependable and pleasing. 15c.
- DUKE OF BEDFORD.** S. deep violet. F. deep violet-purple, velvety and brilliant. A splendid iris of the Dominion race. I have a large stock of this and am using it for one of my specials this season. Worth more, but yours for only 15c.
- EDGEWOOD.** A pink and yellow bi-color effect. Tall and large. \$1.00.
- EL CAPITAN.** Bluish-violet bi-color. Large and fine. \$1.00.
- ELIZABETH EGELBERG.** S. fine blend of pink and lavender, broad and overlapping. F. flaring, aconite-violet. Very large flowers. \$1.00.
- ETOILE DU MATIN.** S. sulphur, yellow. dotted brown at base. F. same washed blue, veined maroon. 35c.
- FOLKWANG.** S. light rose-pink. F. deep rose-carmine. 35c.
- FRA ANGELICO.** S. light bronze-gold. F. same, overlaid metallic light lavender-blue. 25c.
- FRIEDA MOHR.** One of the very largest and finest Iris. S. light pinkish-lilac. F. deep lilac-rose. If you have not seen Frieda Mohr then "you hain't seen nuthin' yet" in Iris. 50c.
- GAVIOTA.** Creamy white plicata. Both standards and falls edged bright yellow. 25c.
- GILEAD.** (Andrews.) A fine golden yellow bronze self. Ground color soft buff overlaid amber, the falls deeper than standards. Large. \$10.00.
- GLOWING EMBERS.** S. iridescent buff, flushed violet. F. velvety dark glowing red. Flowers large and of heavy texture. 25c.
- GOLD IMPERIAL.** Solid chrome yellow self. 25c.
- GRACE STURTEVANT.** My favorite in the rich dark red-brown and violet-carmine class. S. brownish purple. F. deeper than standards and so velvety that they appear almost black in certain lights. The plant is sturdy, the stems tall, stout and well branched. Nothing else quite like Grace Sturtevant. All who see this swear they must have it "eventually, if not now." When I bought my first division of this from Grace Sturtevant herself, the price was \$40.00. Now only \$2.00 for a good strong division.
- INDIAN CHIEF.** S. beautiful violet-red. F. deep glowing velvety-red. \$1.50.
- IRIS KING.** S. old gold. F. garnet brown, edged yellow. 15c.
- ISOLENE.** S. rose-pink. F. purplish-rose, gold throat. 15c.
- KANSAS.** S. chinese violet, shaded lilac. F. light purple, shaded violet. 50c.
- KOCHII.** Early blackish purple self. 15c.
- LABOR.** Luminous reddish violet, suffused with a soft coppery glow. 50c.

LADY BYNG. Both standards and falls clear lavender, suffused with rose. Similar in color to *Pallida Dalmatica*, but larger and finer in every way. 15c.

LA NEIGE. Pure white French variety with pleasing form different from other Iris. 15c.

LENT A. WILLIAMSON. S. lavender-violet. F. violet-purple. 15c.

LOETITIA MICHAUD. Both S. and F. soft lobelia blue, shading lighter at the edges. A lovely variety. 50c.

LORD OF JUNE. S. lavender F. violet-blue. Tall. Large. 15c.

LOS ANGELES. Immense white flowers of fine shape and substance, the standards faintly edged pale blue, the falls beautifully reticulated red brown at the base, the blue style arms adding a note of clear color in the center. Tall and widely branched. \$1.00.

MIDGARD. A charming combination of soft yellow, pink and rose. The general effect is a delightful shade of rose-pink suffused with yellow. Dainty and pleasing. Roots normally rather small but very healthy and vigorous. 50c.

MIRASOL. Standards and falls solid golden yellow, no markings. Flowers large, well formed. \$1.50.

MME. GAUDICHAU. S. deepest blue violet. F. velvety blackish blue purple. Tall, good size, early. Cheap only because stock now plentiful. Good as many selling for dollar or more. 15c.

MONTEREY. Tall, giant flowered dark bronzed red-purple. The broad velvety falls are edged with the lighter shade of the standards. \$1.50.

MORNING SPLENDOR. S. petunia violet. F. raisin purple. 25c.

MOTHER OF PEARL. S. and F. pearly lavender. Tall. 15c.

MRS. ILTIS. Blue toned self. Very good. 25c.

MOUNT ROYAL. S. deep bluish violet. F. very velvety rich red pansy violet. Flowers of heavy substance. 50c.

OMAHA. Unusual and pleasing combination of coppery pink and brownish cinnamon. \$1.00.

OPERA. S. pansy violet shading to brownish violet at base. F. violet purple. Good. 15c.

OPHELIA. A blend of warm orange, cream, mauve and bronze tints. 50c.

ORIFLAMME. S. light blue. F. deep violet. Edges of petals waved. Very large. 15c.

ORION. S. soft violet. F. blackish violet. 50c.

PALLIDA DALMATICA. Standards and falls lavender-blue. Tall. 15c.

PEERLESS. S. bright violet-blue. F. brilliant pansy violet with white throat. \$1.00.

PERSIA. S. smoky-blue. F. purple blue in center, shading lighter blue at margin. \$3.50.

PINK SATIN. Described as follows by one of America's leading Iris authorities: "We think this is the clearest, purest pink Iris we have seen. It is a self pink with large finely shaped flowers and well poised on the stem." The rich satiny sheen suggests the name, Pink Satin. \$5.00.

PLUIE D'OR. Golden yellow self, with rich orange beard. Winner of the Dykes Medal in France. \$1.75.

RAMESES. Blend of henna, brown, yellow and old rose. Large and lovely. \$4.00.

RED DOMINION. S. clear lustrous deep red, slightly frilled. F. velvety red, flushed with a near-black luster in the center. \$15.00.

REFULGENCE. S. light violet-blue with bronze shading. F. deep violet-purple. Rich flowers of gigantic size on tall stout stems. \$2.40.

ROMOLA. S. pale lilac. F. red-violet. Strong grower and free flowering. 50c.

RUSTY GOLD. (Andrews.) An orange-bronze blend with a tarnished gold finish, flushed coppery red. \$3.00.

SACRAMENTO. S. white heavily edged red-purple. F. reticulated with same color. Very unusual. \$3.50.

SAN FRANCISCO. Both standards and falls white distinctly edged blue-lavender. In size shape and substance there is nothing to approach it among the older plicatas. Tall stems, branching low and wide like a candelabra. Awarded Dykes Memorial Medal as best American introduction in 1927. Similar to Los Angeles, but with wider, richer blue edging. San Francisco is a healthy, sturdy grower and has proved absolutely hardy in all my plantings, needing no winter protection. \$1.00.

SAN GABRIEL. Large early blooming pinkish lavender. 25c.

SANTA BARBARA. Considered by many to be the largest and finest of the pure lavender blues. Standards and flaring falls same lovely color. A wonderful Iris. 35c.

SENSATION. Gigantic cornflower blue self, with flaring falls. Fragrant. \$1.50.

SIR MICHAEL. S. lavender-blue. F. purple, suffused red. A striking variety of unusual merit, ranking among the world's very best Iris. Strong stems, widely branched. \$2.00.

SNOW WHITE. A pure white of good size and splendid form. Good substance, standing wind, rain and sun. Larger than White Knight. 50c.

SONOMA. Standards and falls an attractive yellow, making a most pleasing garden effect. 50c.

SOUV. DE MME. LOETITIA MICHAUD. (See Loetitia Michaud).

SOUV. DE MME. GAUDICHAU. (See Mme. Gaudichau.)

SUSAN BLISS. Delightful rose pink self. 25c.

SWEET LAVENDER. S. light lavender-blue.. F. deeper rose-lavender. Ruffled. Fragrant. 15c.

TRUE CHARM. Charming white, edged with blue lavender. Frilled. Scented. 25c.

TRUE DELIGHT. Similar to True Charm, but edging is of pure rose-pink instead of lavender. 35c.

WATTEAU. S. campanula violet. F. violet-purple. 25c.

WHITE KNIGHT. A pure white self, scented. Strong grower. 15c.

WILLIAM MOHR. Both standards and falls ground color of pale lilac, standards flushed darker. The whole flower is beautifully veined manganese violet. Immense blossoms. Root and plant very small. That such a lovely gigantic flower can come from so small a root with sparse foliage amazes all who see it. \$1.00.

ZUA. Early lilac-white, crinkled like crepe paper. Fragrant. A real novelty. 25c.

Five Price Groups

With Special Offers as Noted.

Note the quantity prices at bottom of each of these 5 lists. You may take all different, all alike, or as many as you wish of any variety to get special rates under each list.

These at 15c Each

Ambassadeur	La Neige
Anna Farr	L. A. Williamson
Asia	Lord of June
Black Prince	Mme. Gaudichau
Brandywine	Mother of Pearl
Dream	Opera
Duke of Bedford	Oriflamme
Iris King	Pallida Dalmatica
Kochii	Sweet Lavender
Lady Byng	White Knight

SPECIAL: Any 2 FOR 25c. ANY 10 FOR \$1.00.

These at 25c Each

Ann Page	Morning Splendor
Arcturus	Mrs. Iltis
Conquistador	San Gabriel
Fra Angelico	Susan Bliss
Gaviota	True Charm
Glowing Embers	Watteau
Gold Imperial	Zua

SPECIAL: ANY 6 FOR \$1.00.

These at 35c Each

Antares	Etoile du Matin
Argos	Folkwang
Bruno	Imperator
Cassiopee	Santa Barbara
Dr. Chas. Mayo	True Delight

SPECIAL: ANY 4 FOR \$1.00. 9 FOR \$2.00.

These at 50c Each

Bourem	Loetitia Michaud
Buto	Midgard
Candlelight	Mount Royal
Cardinal	Ophelia
Coppersmith	Orion
Frieda Mohr	Romola
Kansas	Snow White
Labor	Sonoma

SPECIAL: ANY 3 FOR \$1.00. 10 FOR \$3.00.

These at \$1.00 Each

Blue Banner	Los Angeles
Doxa	Omaha
Edgewood	Peerless
El Capitan	San Francisco
Eliz. Egelberg	Wm. Mohr

SPECIAL: ANY 6 FOR \$5.00. 14 FOR \$10.00.

\$8.60 Rare Iris Collection

Grace Sturtevant	Pluie D'Or
Indian Chief	Relulgence
Mirasol	Sensation
Monterey	Candlelight

ONE EACH OF THESE 8 FOR \$8.60. PREPAID. OR, ONE EACH OF ANY 5 OF THE 8 FOR \$6.20. PREPAID.

Other Iris Collections

Refer to the special quantity prices on all Iris priced singly from 15c to \$1.00, and make up your own collections of such varieties.

Will be glad to quote on any list of five or more varieties priced at \$1.00 or more, each.

Iris Wholesale Prices

Priced f. o. b. Boulder

TERMS: Unless otherwise requested, all wholesale orders will be shipped by express, you pay express charges.

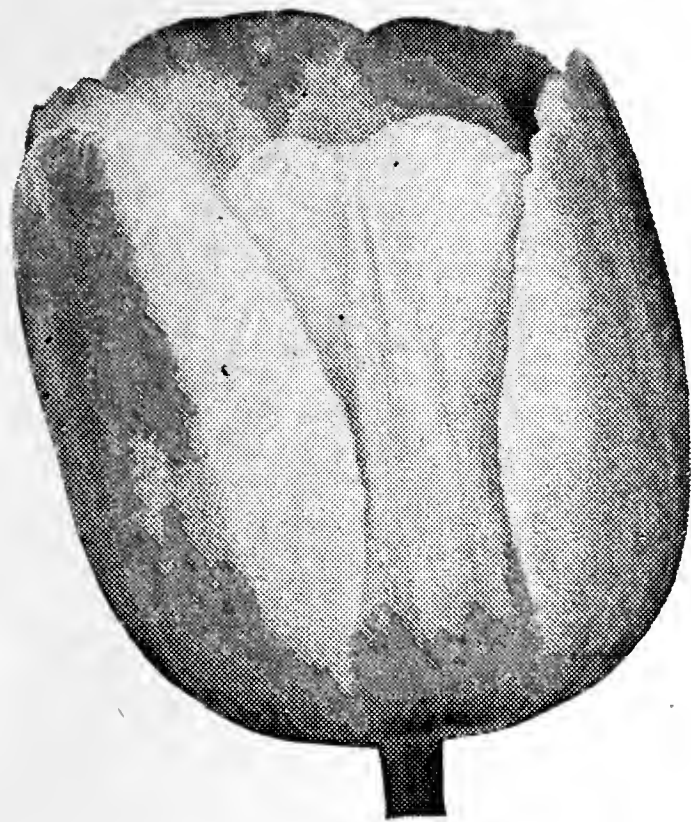
But if you specify parcel post shipment, then the amount of postage will be c. o. d. Positively no other way. Do not try to estimate and send amount of postage. Do not say will send postage when see how much it is. We keep no postage accounts.

Smallest Iris Wholesale Order \$3.00.

IRIS IN THIS COLUMN ALL PRICED PER 100. 25 AT THE 100 RATE.	IRIS IN THIS COLUMN ALL PRICED PER 10. FIVE AT THE 10 RATE.
---	---

	Per 100		Per 10
Ambassadeur	2.40	Blue Velvet	25.00
Anna Farr	2.60	Bourem	2.60
Asia	3.20	Bruno	1.20
Black Prince	2.20	Candlelight	1.40
Brandywine	3.00	Cardinal	2.80
Dream	2.80	Conquistador	1.00
Gaviota	3.20	Doxa	2.50
Gold Imperial	5.00	Dr. Chas. Mayo	1.80
Iris King	2.80	Duke of Bedford	.50
Kochii	2.80	Frieda Mohr	2.20
Lady Byng	3.60	Glowing Embers	1.00
La Neige	2.40	Grace Sturtevant	9.00
L. A. Williamson	2.80	Los Angeles	6.40
Lord of June	2.80	Midgard	2.20
Mme. Gaudichau	3.00	Monterey	8.40
Mother of Pearl	3.80	Morning Splendor	.90
Opera	3.20	Ophelia	2.60
Oriflamme	2.60	Sacramento	16.00
Pallida Dalmatica	2.40	San Francisco	4.40
Susan Bliss	5.00	Santa Barbara	1.00
Sweet Lavender	2.20	San Gabriel	1.00
White Knight	3.00	Sir Michael	12.00
Zua	6.00	Sonoma	2.60

Giant Darwin Tulips



Very large cup-shaped blooms, carried on tall, stiff stems. Splendid for garden display and unsurpassed for cutting.

Five bulbs at ten rate. 25 at 100 rate. Tulips prepaid in U. S. A.

BARONNE DE LA TONNAYE. Bright rose, margined blush. Very large and tall. (10 for 48c) (100, \$4.00).

BARTIGON. Fire red—red that's RED. (10 for 48c) (100, \$4.00).

CLARA BUTT. Bright salmon-pink. Great favorite. (10 for 44c) (100, \$3.60).

F. SANDERS. Another big, bright scarlet. (10 for 48c) (100, \$4.00).

PRIDE OF HAARLEM. Big and showy carmine-rose. (10 for 44c) (100, \$3.60).

PRINCESS ELIZABETH. Rosy pink. Large. Lovely. Fine for cutting. (10 for 56c) (100, \$4.80).

REV. EUBANK. Heliotrope-lilac. Fine. (10 for 48c) (100, \$4.00).

LA TULIPE NOIRE. (The Black Tulip.) Fine large deep maroon. (10 for 48c) (100, \$4.00).

WHITE QUEEN. Creamy white, tinged blush. (10 for 44c) (100, \$3.80).

WM. PITT. Dazzling crimson-scarlet. (10 for 48c) (100, \$4.00).

LONG'S SPECIAL MIXED DARWINS. Many choicest Darwins, also a few fine Cottage varieties to increase range of color. Sure to please. (10 for 44c) (100, \$3.60).

LONG'S Cottage Tulips

Same season and habit of growth as Giant Darwins, fitting in well with them and supplying several colors lacking in the Darwins.

YELLOW (INGLESCOMB) Beautiful globe shaped flowers. (10 for 44c) (100, \$3.60).

PICOTEE (MAIDEN'S BLUSH). Pure white. daintily and beautifully margined with rose. Petals recurved. (10 for 44c) (100, \$3.60).

ORANGE KING. Very large globular flower of a beautiful glowing orange with scarlet tinge. Sweet scented. A valuable addition to your tulip collection. (10 for 48c) (100, \$4.00).

FREE CULTURE DIRECTIONS WITH EACH ORDER

Breeder Tulips

VERY UNUSUAL COLORS

Similar to Darwins in size and shape. These popular richly-hued Breeders come in rare colors and color combinations as noted.

BRONZE QUEEN. Combination of brown and bronze, (10 for 44c).

CARDINAL MANNING. (GOLIATH). Dark violet, shaded brown. (10 for 48c).

DON PEDRO. Coffee-brown, shaded maroon. (10 for 56c).

LOUIS XIV. Rich purple, margined bronze. Immense. (10 for 48c).

PANORAMA. Deep orange-red, shaded mahogany. (10 for 60c).

VELVET KING. Velvety purple-blue. Inside crimson. (10 for 60c).

MIXED BREEDERS. Splendid, but not labeled. (10 for 48c) (100, \$4.00).

"Parrot" Tulips

These odd tulips have fringed and crinkled petals. The buds are supposed to resemble a parrot's head.

PARROT TULIPS MIXED. (10 for 44c) (100, \$3.60).

Grape Hyacinths

Graceful and dainty early spring flowering bulbs, producing slender little spikes closely set with small round bells of a bright blue color. They bloom profusely during April and will last a long time if planted about 4 to 5 inches deep. To obtain the best effect, set them in clumps 3 to 4 inches apart. (3 for 15c; 10 for 40c; 100 for \$3.00).

Fragrant Hyacinths

(5 bulbs at 10 rate, 25 at 100 rate). prepaid in U. S. A.

Large bulbs that do especially well in pots. but of course splendid for outdoors also.

1. **L'Innocence.** Best pure white.
2. **Lady Derby.** Lovely soft rose. Large.
3. **Gertrude.** Splendid rose-pink.
4. **La Victoria.** Best red hyacinth.
5. **Queen of Blues.** Light blue or lavender.
6. **King of Blues.** Rich, deep blue or purple.

Price for any of the above, assorted or alike, each kind labeled: (2 for 25c) (10 for \$1.10) (100 for \$9.00).

Bedding Hyacinths

The same fine named varieties as above but smaller. Splendid for outdoors. Produce fine spikes. (11. White) (12. Light Pink) (13. Rose-Pink) (14. Red) (15. Light Blue) (16. Purple) (10 for 70c) (100 for \$6.60).

Early Crocus Bulbs

They bring us good cheer often before winter has really left. White, purple and yellow in separate colors, labeled. (10 for 36c) (100 for \$3.00).

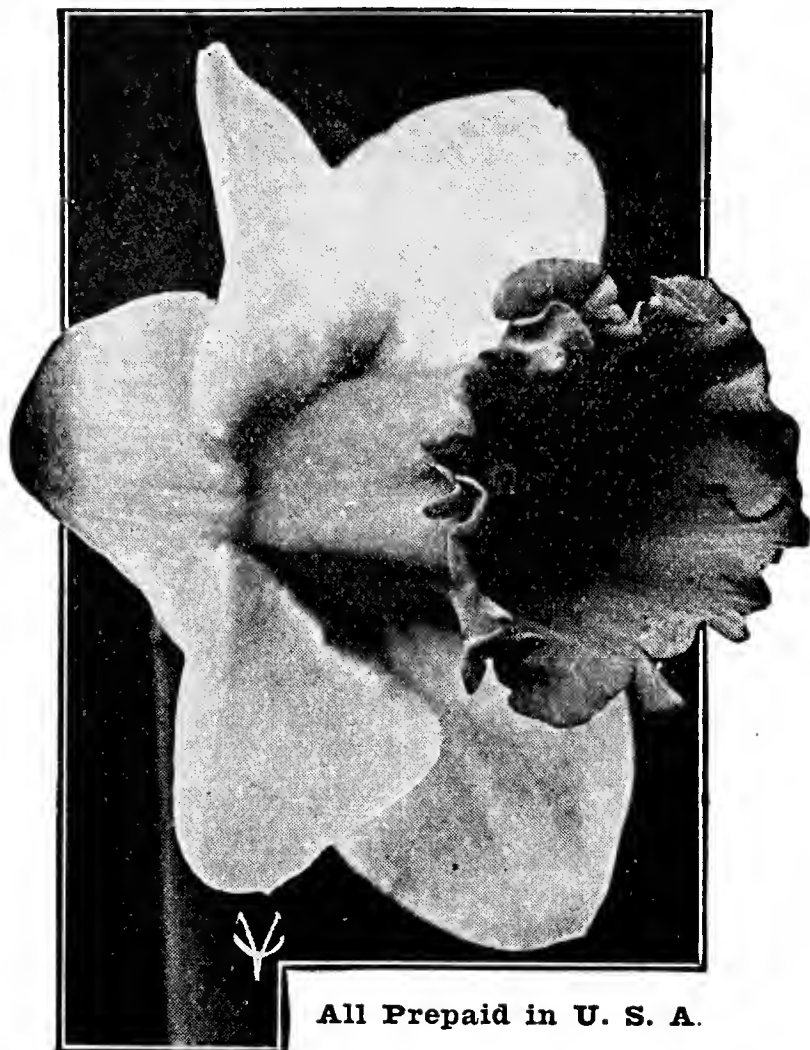
Mixed colors. (10 for 30c) (100 for \$2.40).

Group or Clump Planting

Delightful effects are secured by planting fall bulbs in clumps or groups of half a dozen or more of a kind or color together, not in formal rows or designs, but just sort of careless like. Placing them along the edges and in front of shrubbery is a splendid plan.

Hardy Narcissus Bulbs

All Are Good for Either Pots or Garden



All Prepaid in U. S. A.

5 Bulbs at 10 Rate

LONG'S Trumpet Narcissus

20. KING ALFRED. Largest of all Trumpet varieties. A monster for pots or outdoors. Both trumpet (which is deeply frilled) and perianth, deep, rich yellow, the shade of Golden Spur. A large, bold flower; tall and strong grower. Sure to please. (2 for 25c) (10 for \$1.00).

21. EMPRESS. Trumpet large, rich golden yellow; petals or perianth white; long stem (3 for 25c) (10 for 70c).

22. EMPEROR. Like Empress, but entire flower is pure golden-yellow. The two make a fine pair. (3 for 25c) (10 for 70c).

23. GOLDEN SPUR. Similar to Emperor. Somewhat smaller and earlier; deeper yellow. (3 for 25c) (10 for 70c).

24. POETICUS ORNATUS. White petals, small, yellow cup, margined scarlet. Fragrant. (4 for 25c) (10 for 50c).

LONG'S Double Narcissus

25. VON SION. The well-known, yellow daffodil much grown in pots. Hardy in garden also. (3 for 25c) (10 for 70c).

Paper White Narcissus

PAPER WHITE NARCISSUS BLOOMS IN WATER

For indoors only. Will bloom in soil or water. May be put into pots or bowls any time from September to December. Takes about eight weeks for the early lots to bloom. Later on, after the bulbs have begun to sprout before being planted, they bloom several weeks sooner. (4 for 25c) (10 for 50c).

Some Good Perennials

All Plants and Roots Prepaid in U. S. A.



Set these out in September in most localities. Early October O. K. in many places. Lily of the Valley may be set out any time before ground freezes.

DELPHINIUM PLANTS. Same as described on page 34 of my spring catalogue. Mixed colors, mostly shades of blue. Plants I send you this fall will be from the patch shown in snap-shot above. Extra strong 2-year seedlings. Note the forms and height of these 'Dels', Higher than my head. (7 plants, \$1.00) (16 for \$2.00).

GYPSOPHILA (Baby's Breath). Color white. Run single, semi-double and double. Cheap enough so you can pull out the singles. Should buy \$1.00 worth or more to make sure getting some double. (8 for \$1.00) (18 for \$2.00).

ALL DOUBLE GYPSOPHILA. Baby's Breath. The true grafted Holland stock. Makes no seed. Year old roots: 60c; 3 for \$1.50, prepaid.

SHASTA DAISY, (3 for 50c) (8 for \$1.00) (18 for \$2.00).

VIOLETS. Hardy single blue, fragrant. Each clump can be divided into 10 or more small clumps for setting out. (Clump, \$1.00) (3 clumps for \$2.70).

COLUMBINE. Rocky Mountain. The State Flower of Colorado. Sepals blue; petals white. Thrives in any State except extreme South. Does best in partial shade. Year-old plants (2 for 50c) (6 for \$1.00). Prepaid.

COLUMBINES. "Rainbow Blend". Very strong robust strain. Long spurs. Many unusual colors. **Grand.** Strong field grown plants. (3 for 50c) (7 for \$1.00) (16 for \$2.00) (27 for \$3.00).



BLEEDING HEART. (Dicentra.) An old but ever popular garden favorite, blooming early in spring if set out in fall. Blooming size roots. (Each, 50c) (3 for \$1.20) (10 for \$3.50). Prepaid.



Fragrant Freesias

Prepaid.

Very beautiful, graceful and delightfully fragrant.

Culture. Pot the bulbs in September or October for best results. Set the pots in cool place for a few weeks or more. Then place in or near window. If plants quite tall, use small sticks and twine to fence them in. Early potted bulbs bloom for Christmas.

White Purity Strain. (10 for 30c) (25, 60c).

Rainbow Mixture. Colored Freesias in mixture. (10 for 40c) (25, 80c).

GOLDEN DAFFODIL FREESIAS. New, Rich golden yellow. (10 for 50c) (25 for \$1.00).

Lily of the Valley

LILY OF THE VALLEY answers that question: "What can I grow in shade or partial

shade?" Thrives also out in the open, but is especially valuable for places where many other flowers will not grow. May be planted in clumps, or the clumps may be pulled apart, making 30 or more single roots. Good way to get quick results is to make 5 to 8 smaller clumps from the one I send you. Use fine sand liberally in soil when planting, give plenty of water, and your plants will bloom and spread nicely.

(Clump, \$1.00) (2 clumps, \$2.25) (6 clumps, \$4.00) (½ clump, 65c). Plant any time before ground freezes.

IMPORTANT: You will get best results next season by planting Lily of the Valley this fall instead of next spring: Begins growth very early in spring: Same goes for Bleeding Heart roots also: And Peonies:

"J. D. Sez, Sez 'e"



"We do our Part"—and then some.

By all the rules of the game, we are entitled to higher prices than you will find in this catalogue.

Somewhat higher prices must, in many lines, come. Eventually, but I'm going to hold them down as long as I can.

My spring catalogue will be ready last of January. It will cancel all offers in this catalogue.

Sure, I know it. This catalogue is several weeks late. I played hooky. Went to the World's Fair and National Glad show last August, right when I should have been preparing this catalogue.

But I'd do it again. Great Fair. Go if you can. Never worked so hard for years. Got around mostly on my own power. And alone. Except one afternoon when I ran into Elmer Gove. I saw him first, so he had no choice.

Ask Elmer about that fast motor boat ride. The lake was "choppy". And I think the boat had a flat tire. For once at least Elmer was all wet. We both forgot all about Picardy for the time. Elmer craves a motor boat. Lives right on shore of Lake Champlain. Why not send him one for Christmas?

Did you see the Gladiolus plantings on the Fair grounds. All good. Mine nothing to be sneezed at—

2,000 bulbs right from same stocks as I sold and planted. Not a bad plant in the whole plot Mr. C. R. Hinkle deserves great credit for putting over this Glad planting.

As always, best part was getting back to my old home town, my family and friends, and my gardens. Back to Colorado, where we have about 367 days of sunshine a year. Of course we are like the pullman porter who confided that his tips average \$6.00 a day—but he was never able to come up to his average.

Am taking this method of thanking the many, many friends who added to my pleasure this trip. And the weather man for handing out weather that couldn't have been better if made to measure. Guess he said to himself, "I'll show that Colorado guy his state has no corner on good weather."

Thanks also to so many of you customers who have written me such splendid reports on Glads grown from bulbs I sold you. It would make a fairish size book if I were to print them all. Congratulations to you who won so many prizes from "Long" bulbs. Serves you right.

More Glad Gossip

Another glorious Glad show. At LaPorte, Ind., American, Indiana, and Wisconsin Glad societies joined forces and put over one big and beautiful show.

Join the American Gladiolus Society and read all about the show in the official magazine. Send \$2.00 to Roscoe Huff, Goshen, Ind., for a year's membership and magazines.

Good thrips news. No, there are no good thrips—except dead ones. But this is good news about the thrips problem that disconcerted and worried many Glad growers a year ago.

In my travels and from letters, from many sections where thrips were an alarming issue last year, I learn that thrips can be controlled.

Growers whose plants and bulbs were overrun with thrips last fall have come through this season with beautiful healthy crops. A few thrips frolicking about maybe, but not causing any damage. This by following the simple instructions given in my booklet, "Glad Gossip," and by other Glad growers, as well as by state and national experts. Some just treated their bulbs, others, treated bulbs and also sprayed. Some didn't do anything special. Proving what I said at the beginning—that chances are thrips, like other pests, may come and go. Worse some seasons than others. If ever the sections where thrips abound get one good hard old-fashioned cold winter, there's going to be less thrips for a while. (The booklet, "Glad Gossip," is sent my customers free with a Glad order of \$1.00 or more).

Other things I learned. That no Glad is as good, or as bad, as it behaves certain seasons, or under certain conditions. That Miss Greeley is too early to be shown at the big Glad shows—unless planted late. That all white Glads will show at least a trace of pink or lavender at times, due to soil and seasonal conditions. Some more, some less. Is no disgrace if do. That rogues appear in the best regulated Glad gardens. That few varieties, if any, are above reproach in matter of florets coming badly placed at times. That no Glad grower has tried placing an old-fashioned scare crow in his patch to shoo the thrips away. That what we Glad growers need is zippers for hard shelled bulblets.

Some Super Glads. Limited space prevents my mentioning ALL the favorites. But there are some that are going strong in my gardens and with other growers. **Commander Koehl** well named, says a customer. It commands attention. My **Betty Nuthall** still stops garden visitors. I told you years ago that **Minuet** would hold its own in its color class. It has. Don't cry if you can't have **Pelegrina**. Just plant some **Aida** and you will have swell rich colored Glads of violet-blue, with that reddish metallic throat, giving a brilliant snappy effect. And so early, too. **Wasaga** is so unusual in color, that nothing takes its place. **Coronation**, **Debonaire** and **Duna** are three more Palmer varieties of unusual color and merit. **King Arthur** is rolling up a big majority of admiring fans. Nothing like it.

From Dubuque, Iowa, comes a report, "Miss Greeley did wonders for me this year. It was the largest spike I raised—5½ feet tall, 7 open florets 6 inches across." Not bad. Not bad.

LONG'S Annual Fall Sale of Gladiolus Bulbs

At Digging-Time Prices—Fall Delivery

It's now a habit with me to offer gladiolus bulbs in my fall catalogue.

It would be almost impossible for me to break this habit, even if I wanted to do so. Because many of my customers have also formed a habit—or buying part or all their glads in the fall. They would just about compel me to “deliver the goods” in accordance with habits of “Long” standing.

It's good business to buy glads in the fall, Fall buying gives you the pick of the stock, assures your getting the varieties and sizes you want and at very reasonable prices.

Then, too, it's fun having your bulbs and bulblets right where you can watch them and keep them safely through the winter. Just to “paw them over” from time to time, and visualize the rare and beautiful spikes of bloom they will produce, in no small compensation, as any real fan will know.

Three Size Glad Bulbs

The **LARGE BULBS** measure (in diameter) from 1¼ inches up, mixed sizes. This size is designated by the letter “**L**”.

MEDIUM BULBS measure ¾ to an inch or larger, mixed sizes. These **Medium Bulbs** bloom splendidly, though the large bulbs make still larger spikes and more of them. **Medium Bulbs** are designated by the letter “**M**”.

SMALL BULBS are designated by the letter “**S**”. They will average nearly half-inch in diameter. **Not sold as blooming sizes**, yet many will bloom.

NOTE: It will help us in filling your Glad bulb orders if you will mention the size each time: Large, Medium, Small, or just the letters **L, M** or **S**.

Prices, Terms, Delivery

Gladiolus prices are guaranteed for this fall only. Many of these offers will be withdrawn altogether after this fall.

At digging-time prices, I prepay Glad orders amounting to \$1.00 or more. (Except at wholesale as noted). If Glad order less than \$1.00, please add 15c toward packing and shipping cost.

Each item on your Glad order must amount to not less than 10c.

TERMS: Cash with order, or ¼ cash with order, balance C. O. D. Or send ¼ with order, and balance any time before we are ready to ship.

DELIVERY: (Except wholesaler's lots). I pay all postage or express charges, and guarantee safe delivery. (My choice, whether parcel post or express).

If your express office is different from your mail address, please be SURE to give express office address also when ordering.

Please do not order in smaller quantities than listed. (5 or more bulbs at the 10 rate, but must amount to not less than 10c).

LONG'S Long Count

As my old customers know, your GLAD orders will be filled most liberally. I could promise you more for your money but like to surprise you by doing better than I offer. **The larger the order, the more liberal the overcount.**

What Size Shall I Buy?

A **Large** bulb usually produces two spikes of blossoms, sometimes three. A **Medium** bulb will produce a splendid spike, maybe two. A **Small** bulb is not certain to bloom, but many smaller bulbs will bloom, producing smaller spikes.

Medium and **Small** bulbs are especially valuable for producing new, vigorous bulbs and many bulblets.

“Glad Gossip”—16 Pages

This is the Gladiolus booklet I wrote last winter, and sent to my Glad customers.

Have a small supply left. Will continue to send copy free with each Glad order amounting to \$1.00 or over.

Many Glad growers and Glad “fans”, got the best of thrips and other pests and diseases by following the plain suggestions given in this booklet. **Ask for a copy when ordering.**

(Free copies of “Glad Gossip” discontinued. If can't use \$1.00 worth of Glads then kindly remit 10 cents for “Glad Gossip”).

If You Pay Transportation

As noted above, and elsewhere in the following pages, I prepay all but wholesale lots.

BUT, many customers have been much pleased with my special proposition in the past. The customer pays express, and I send extra Glads to more than offset the express charges, either my selection or yours. Say what kinds to send and leave the quantities to me.

If order part from wholesale list and part from prepaid lists, you will find it much to your advantage to do as many others have done. Just say, “Send all at my expense and add more Glads to cover sending costs on prepaid items”.

On good size orders express usually cheaper, as bulbs take a special second class rate by express.

But if you specify parcel post shipment and you pay carrying charges, then we ship C. O. D. for postage. Please do not send any money in such cases for postage or try to estimate it. Nor say you will remit for postage later. We keep no postage accounts. Either express, you pay express on arrival, or parcel post, the postage C. O. D.

SPRING DELIVERY. While I need to ship a lot of bulbs in fall to avoid crowding my storage rooms in winter, yet if you can't take shipment in fall, I will store orders amounting to \$4.00 or more upon payment of 25% or more on the order this fall.

Splendid Named Varieties

ACADIA. (Palmer). Geranium-pink. Large. (**L.** 40c) (**M.** 20c) (**S.** 2—25c).

A. E. KUNDERD. (K.) Salmon-rose (**L.** 2—14c; 10—50c) (**M.** 10—30c)

AFLAME. (H.) Giant begonia-rose. (**L.** 2—14; 10—50c) (**M.** 10—30c) (**S.** 10—15c).

AIDA. (Pf.) Rich deep violet-blue. Large. tall, straight, early, strong grower; great favorite. (**L.** 2—14c; 10—50c) (**M.** 10—30c) (**S.** 10—15c).

ALBATROS. (Pf.) Large pure white. (**L.** each 15c; 10—\$1.00) (**M.** 2—15c; 10—50c) (**S.** 10—30c).

AMADOR. (Kingsley) New glowing red Glad that glistens in the sun, and sparkles under electric light. Good size, good spike. (**L.** 60c; 10—\$4.80) (**M.** 40c; 10—\$3.20) (**S.** 30c; 10—\$2.40).

APRICOT GLOW. (Palmer) As named. (L. 10—32c) (M. 10—20c).

AVA MARIA. (Pf.) Large near-blue. Tall straight spike. Many large blooms open, facing one way, well placed. Early. (L. 2—15c; 10—50c) (M. 10—30c) (S. 10—20c).

BAGDAD. (Palmer). Smoky old rose. Large Tall straight spike. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20) (S. 12c; 10—\$1.00).

BEAT ALL. (Europe.) Large rose-salmon. (L. 35c; 10—\$2.80) (M. 25c; 10—\$2.00).

BERTY SNOW. (Mair.) Large lavender. (L. 2—15c; 10—50c) (M. 10—28c) (S. 10—18c).

BETTY BROWN EYES (Briggs) Orange, maroon blotches on two lower petals. (L. 35c; 10—\$2.80) (M. 25c; 10—\$2.00).

BETTY CO-ED (Briggs) Soft creamy-pink, "that school girl complexion". (L. 20c; 10—\$1.60) (M. 12c; 10—\$1.00).

BETTY NUTHALL. (Salbach.) Coral with orange throat. Wonderful. (L. 2—15c; 10—50c) (M. 10—30c) (S. 10—15c).

BILL SOWDEN (Fallu.) Very large deep red. Favorite Australian Glad. (L. 20c; 10—\$1.60) (M. 12c; 10—\$1.00) (S. 10—60c).

BLUE DANUBE. (Pf.) Amethyst-blue with darker throat. Immense straight spike carrying many large well spaced and faced blooms. (L. 35c; 10—\$2.80) (M. 25c; 10—\$2.00) (S. 15c; 10—\$1.20).

BLUE TRIUMPHATOR. (Pf.) Largest of the near blues. (L. 40c; 10—\$3.20) (M. 30c; 10—\$2.40) (S. 20c; 10—\$2.40).

CHAMPLAIN (Palmer.) A healthy vigorous blue, or near-blue. Soft violet with slightly darker throat. (L. Each, \$4.00) (M. Each, \$3.00) (S. Each, \$2.00).

CHARLES DICKENS. (Pf.) Radiant purple. Very tall, good spike. (L. 3—15c; 10—44c) (M. 10—20c).

CHARLES LINDBERGH. (Prestgard) Pink with light throat. Tall, straight, charming. (L. 35c; 10—\$2.80) (M. 25c; 10—\$2.00) (S. 15c; 10—\$1.20).

COMMANDER KOEHL. (Pf.) Immense dark scarlet of glowing brilliancy. A sensation in gardens and show rooms. (L. 12c; 10—\$1.00) (M. 2—15c; 10—50c) (S. 10—25c).

CORONADO. (Briggs.) Immense ruffled white with purple throat. (L. 2—15c; 10—60c) (M. 10—30c) (S. 10—16c).

CORONATION. (Palmer.) Light salmon, shading to cream. Exhibition type. Very lovely. (L. Each, \$1.60) (M. Each, 80c) (S. Each, 50c).

CORYPHEE. (Pf.) Soft pink with white throat. Very large blooms. (L. 2—15; 10—60c) (M. 10—30c) (S. 10—20c).

DAMASCUS. (Stevens.) Deep rose purple, overcast blue, red blotch. One of the most popular smokies. (L. 15c; 10—\$1.00) (M. 10c; 10—66c) (S. 10—44c).

DEBONAIR. (Palmer.) LaFrance pink. Throat shrimp pink and cream. Very good. (L. Each, \$1.60) (M. Each, 80c) (S. Each, 50c).

DR. F. E. BENNETT. (D.) Bright red. (L. 3—15c; 10—44c) (M. 10—20c).

DR. DURR. (Pf.) New white with cream throat. (L. Each, \$1.25) (M. Each, 80c) (S. Each, 50c).

DR. MOODY. (Kinyon.) Large lavender. Early. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).

DR. NELSON SHOOK. (K.) Tyrian-rose. Ruffled. (L. 3—15c; 10—44c) (M. 10—28c).

DUNA (Palmer.) Soft light pinky buff. (L. Each, \$1.60) (M. Each, 80c) (S. Each, 50c).

ERICA MORINI. (Pf.) New large red. (L. Each, \$1.25) (M. Each, 80c) (S. Each, 50c).

FATA MORGANA (Pf.) Peach blossom. Amber throat. Good spikes. Large, pleasing and early. (L. 30c; 10—\$2.40) (M. 20c; 10—\$1.60).

FRANK J. MCCOY. (Briggs.) Tall large pink. (L. 10c; 10—80c) (M. 2—15c; 10—50c) (S. 10—30c).

FREDERICK CHRIST. (D.) LaFrance pink and yellow. (L. 25c; 10—\$2.00) (M. 18c; 10—\$1.60).

GATE OF HEAVEN. (Himmelstor) Tall, strong growing pure, rich deep yellow, Florets large, ruffled, well placed and of good substance, standing hot or stormy weather. (L. Each, \$2.25) (M. Each, \$1.50) (S. Each \$1.00).

GLORIANA. (Betscher.) Salmon pink. (L. 3—14c; 10—36c) (M. 10—18c).

GLORY OF U. S. A. (Cary.) Orange-salmon. (L. 14c; 10—80c) (M. 3—15c; 10—40c).

GOLDEN CUP. (Palmer.) Yellow. Deeper than Golden Dream, also larger. A winner. (L. 65c) (M. 45c) (S. 30c).

GOLDEN DREAM. (Groff.) Tall deep yellow. (L. 3—14c; 10—40c) (M. 10—20c).

GOLD MINE. (Briggs.) Large yellow similar to Golden Measure, but better. (L. 20c; 10—\$1.60) (M. 12c; 10—\$1.00) (S. 3—20c; 10—60c)

GRAF ZEPPELIN. (Pf.) Clear brilliant. (L. 20c; 10—\$1.60) (M. 12c; 10—\$1.00) (S. 3—20c; 10—60c).

HERCULES. (Crow.) New shade of clear buff. Tall massive spike. Blooms large and of heavy texture. (L. Each, \$4.00) (M. Each, \$2.00) (S. Each, \$1.00).

INSPIRATION. (Palmer.) Deep shrimp-pink. Fluted form blooms. (L. 65c) (M. 45c) (S. 30c).

JANE ADDAMS (Dec.) Very large lavender. (L. 10c; 10—70c) (M. 3—14c; 10—40c).

JANET. (Crow.) Smoky gray shaded peach pink. Unique. (L. 12c; 10—\$1.00) (M. 2—15c; 10—50c) (S. 10—30c).

JOERG'S WHITE. (Joerg.) Creamy white. Short spike. (L. 3—20c; 10—50c) (M. 10—30c).

JONKHEER VAN TETS. (Pf.) Grand immense white. Many say the best big white, all points considered. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20) (S. 10c; 10—90c).

JUBILEE. (Kemp.) Very large splendid lavender pink. (L. 15c; 10—\$1.20) (M. 2—15c; 10—60c) (S. 10—30c).

KING ARTHUR. (Arenius.) Grand deep rose-lavender. Florets very large, of distinct shape, edges fluted, of heavy substance, and well arranged. Visitors spot this as one of the most outstanding and interesting among newer Glads. (L. Each, \$1.50) (M. Each, \$1.00) (S. Each, 70c).

LADY EATON (Palmer) Soft venetian pink, with nearly white throat. (L. Each, \$4.00) (M. Each, \$3.00) (S. Each, \$2.00).

LA PALOMA. (Dusinberre.) Vivid orange. (L. 12c; 10—90c) (M. 2—12c; 10—50c) (S. 10—28c).

LIBELLE. (Pf.) Heliotrope-blue, violet feather in throat. Flowers large and of a very pleasing color. (L. 40c; 10—\$3.20) (M. 30c; 10—\$2.40) (S. 20c; 10—\$1.60).

LINALEE. (D.) Large rich pink, apparently a Phipps seedling, but color deeper and lovelier than Phipps. Tall spike. This variety came to me slightly mixed with a small yellow. Have rogued it for several years, but still a few yellows show up, especially in small sizes. Large and medium practically true now. If 100% true would be priced a good bit higher. Not much stock of this. (L. 20c; 10—\$1.80) (M. 12c; 10—\$1.00).

LOYALTY. (Austin.) Very clear yellow of good size. Sturdy grower, straight spike. (L. 10c; 10—70c) (M. 3—14c; 10—40c) (S. 10—20c).

LUDWIG BEETHOVEN. (Pf.) Smoky mauve (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20) (S. 10c; 10—80c).

MAID OF ORLEANS. (Pf.) Large lovely milky white with cream throat. Tall straight spike. Flowers usually perfectly placed. A glorious and satisfactory white. (L. 40c; 10—\$3.20) (M. 30c; 10—\$2.40) (S. 20c; 10—\$1.60).

MAMMOTH WHITE. (U. B.) Large white, (L. 15c; 10—\$1.20) (M. 10c; 10—70c) (S. 10—40c).

MARJORIE MORRILL (Jacobs.) Creamy pink. (L. 50c) (M. 30c) (S. 20c).

MARMORA. (Errey.) Immense smoky lavender from Australia. Many blooms open, on good tall, straight spike. Great exhibition variety. (L. 2—14c; 10—50c) (M. 10—25c) (S. 10—15c).

MAROCCO. (Pf.) Very dark maroon. Buds almost black. Large. An outstanding novelty. Catches eye of every visitor to gardens. (L. 2—15c; 10—60c) (M. 10—36c) (S. 10—18).

MARY JANE. (K.) Silvery lavender. (L. 2—14c; 10—60c) (M. 10—32c).

MILDRED LOUISE (Wentworth.) Marvelous strawberry pink. See description and prices on page 12.

MINUET. (J. C.) Large lavender. (L. 2—15c; 10—50c) (M. 10—25c) (S. 10—15c).

MISS DES MOINES. (Prestgard.) Lilac lavender, light yellow throat. Tall, straight spike. (L. 15c; 10—\$1.20) (M. 2—15c; 10—60c) (S. 10—40c).

MISS GREELEY. (Briggs.) So similar to Mr. W. H. Phipps that causes many arguments. Not quite so massive and spectacular as Phipps, but better in some points. The amazing and exceedingly valuable difference is that Miss Greeley is about three weeks earlier than Phipps. Just imagine what this means to florists and commercial growers. (L. 20c; 10—\$1.60) (M. 10c; 10—80c) (S. 10—60c).

MOORISH KING. (Pf.) Large dark mahogany-maroon. (L. Each, 80c) (M. Each, 50c).

MOTHER MACHREE. (Stevens.) Soft smoky lavender, combined with orange and gray. (L. 12c; 10—\$1.00) (M. 2—14c; 10—60c) (S. 10—36c).

MRS. F. C. HORNBERGER. (F. C. H.) Good white (L. 2—14c; 10—60c) (M. 10—30c).

MRS. FRANK WHITE. (White.) Immense white, tinted pink. (L. 20c; 10—\$1.60) (M. 10c; 10—80c).

MRS. LEON DOUGLAS. (K.) Begonia-rose. (L. 3—14c; 10—40c) (M. 10—20c).

MRS. RAY CHASE. (Miller.) Large creamy white, sometimes tinted or suffused with pink. Excellent. (L. 50c; 10—\$4.00) (M. 35c; 10—\$2.80) (S. 25c; 10—\$2.00).

MRS. VAN KONYNENBURG. (Pf.) Tall straight blue-lavender. (L. 3—14c; 10—44c) (M. 10—24c) (S. 15—15c).

MR. W. H. PHIPPS. (D.) "The Wonder Glad." LaFrance pink. (L. 2—12c; 10—50c) (M. 10—25c).

NANCY HANKS. (Salbach.) Apricot-orange. (L. 3—15c; 10—44c) (M. 10—25c).

OLIVE GOODRICH. (G.) Large white and pink. (L. 2—12c; 10—50c) (M. 10—24c).

ORANGE WONDER. (Kemp.) Not a prim, but good large orange Glad. Tall strong straight spike. (L. 2—14c; 10—60c) (M. 10—30c) (S. 10—15c).

ORCHID (Sprague.) Lavender-pink on pale frosted surface. Edges lacinated and ruffled. (L. 3—16c; 10—50c) (M. 10—30c).

OUR SELECTION. (Australia.) Giant exhibition Glad that has caused a big sensation in the Australian shows, and in the few places it has been seen in America. Salmon-red, flecked with deeper shade, often marked with slate flakings. Lower petals carry a blotch of cerise, bordered with cream. Considerable variation in color and markings. Long spikes carry large blooms, many open. Placement splendid. (L. 12c; 10—\$1.00) (M. 10—50c) (S. 10—20c).

PATRICIA CARTER. (K.) Clear shell pink Prim. (L. 2—14c, 10—60c) (M. 10—36c).

PAUL PFITZER (Pf.) Purple. (L. 2—12c; 10—50c) (M. 10—30c).

PELEGRINA. (Pf.) New near blue. (L. Each, 45c) (M. Each, 35c) (S. Each, 25c).

PFITZER'S TRIUMPH. (Pf.) Immense blooms of salmon-orange. Usually classed with reds. Many open. A sensation at shows. (L. 2—12c; 10—50c) (M. 10—24c) (S. 15—15c).

PICARDY. (Palmer.) Soft shrimp pink. Many say this is the most outstanding introduction in recent years. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20) (S. 12c; 10—\$1.00).

PIRATE. (Palmer.) Shades of carmine and pomegranate-purple. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20) (S. 12c; 10—\$1.00).

PURPLE GLORY (K.) Dark purple-red. Ruffled. (L. 2—12c; 10—50c) (M. 10—30c).

POUR LE MERITE (Europe.) Large pure white. Many open. (L. 12c; 10—\$1.00) (M. 10—60c).

PREMIER HENRY (Palmer) Geranium pink, shading to LaFrance pink deep in throat. Very large. (L. Each, \$4.00) (M. Each, \$3.00) (S. Each, \$2.00).

RAMESSES. (Stevens.) Red purple with deep crimson blotch. Spike very tall. Florets massive and unusual. Ruffled. Not a commercial sort, but a remarkable novelty. Been very expensive, but now you can add this to your collection. (L. 40c; 10—\$3.20) (M. 30c; 10—\$2.40) (S. 20c; 10—\$1.60).

RAPTURE (Palmer.) Medium light-salmon with diffused creamy blotch. (L. 40c; 10—\$3.20) (M. 25c; 10—\$2.00) (S. 10c; 10—80c).

RED GLORY (Piper.) Cardinal-red. Ruffled. (L. 2—12c; 10—50c) (M. 10—30c).

RED PHIPPS (Briggs.) Florets not so large as Phipps and not so many open, but earlier than Phipps. Color a glowing red. Splendid spike, good placement. Buds and blossoms attached to spike just right for packing and long distance shipping. Sure to become valuable commercially and also be highly prized by fans. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20) (S. 10c; 10—80c).

RIDEAU (Palmer.) Smoky salmon shade. Large. (L. 40c; 10—\$3.20) (M. 25c; 10—\$2.00) (S. 10c; 10—80c).

ROYAL LAVENDER (Schleider.) Deep lavender. A charming shade of lavender. (L. 2—14c; 10—60c) (M. 10—30c) (S. 10—15c).

RUFFLED GOLD (G.) Tall yellow. (L. 2—14c; 10—60c) (M. 10—36c) (S. 10—18c).

SALBACH'S ORCHID (Salbach.) Similar to Minuet but pink—the shade of a Catteya orchid. (L. 30c; 10—\$2.40) (M. 20c; 10—\$1.60) (S. 12c; 10—\$1.00).

SALBACH'S PINK (Salbach.) Large geranium-pink. (L. 15c; 10—\$1.20) (M. 2—15c; 10—70c) (S. 10—36c).

SCARLET WONDER (Cowee.) Immense brilliant red. (L. 3—14c; 10—44c) (M. 10—25c).

SCHWABEN GIRL. (Pf.) Pure pink without markings. Strong straight spikes. Large florets with round petals, 8 to 10 open. Surprisingly early for such a large fine Glad. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20) (Small bulbs withdrawn for increasing stock).

SEESTERN. (Pf.) Light salmon pink, with orange scarlet blotches on lobe petals. (L. Each, \$2.00) (M. Each, \$1.25) (S. Each, 80c).

SEÑORITA (Salbach.) Orange-salmon. (L. 2—12c; 10—50c) (M. 10—30).

SOLVEIG (Prestgard.) The new giant white that won highest award at National Glad Show, 1931. (L. Each, \$18.00) (M. Each, \$14.00) (S. Each, \$10.00).

SPIRIT OF ST. LOUIS (M.) Early orange-saffron. (L. 2—12c) (10—50c) (M. 10—30c).

SPRAY OF GOLD (Palmer.) Deep clear yellow. Waved petals. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20) (S. 10c; 10—80c).

STAR OF BETHLEHEM (Pf.) New pure white similar to Maid of Orleans, but still larger. Looks to me like a winner. (L. Each, \$2.50) (M. Each, \$1.50) (S. Each, \$1.00).

STATELY LAVENDER (Kinyon.) Soft pinkish lavender. Tall straight spike. 10 or more large blooms open. (L. 30c; 10—\$2.40) (M. 20c; 10—\$1.60) (S. 2—25c; 10—\$1.20).

STUTTGARDIA (Pf.) Large brilliant red, no blotches. (L. 15c; 10—\$1.20) (M. 10c; 10—70c) (S. 10—40c).

SULTAN (Crow.) Large, velvety, rosy-red, ruffled. Many open. Fine (L. 75c; 10—\$6.00) (M. 50c; 10—\$4.00) (S. 30c; 10—\$2.40).

SUNSHINE GIRL (Stevens.) Clear pink with lovely yellow throat. Very beautiful. Some of my Sunshine Girl showed a slight mixture with Schwaben Girl season 1933. I began roguing but did not keep it up. Decided to list and offer "as is". You may find a sprinkling of Schwaben Girl in any of my Sunshine Girl stock. Sold with this understanding—may or may not be so mixed. Some certainly is. (L. 2—25c; 10—\$1.00) (M. 2—15c; 10—60c) (S. 10—30c). **Note.** Think the mixture is mostly, or all, in the large and medium sizes.

TIP TOP (Pf.) Another new red from Europe. Claimed by introducers to grow over 6 feet high. Have not grown this enough yet to back up all the strong points claimed for it. (L. Each, \$3.50) (M. Each \$2.50) (S. Each, \$1.50).

TROUBADOUR (Pf.) Large deep violet. (L. 15c; 10—\$1.20) (M. 10c; 10—80c).

VEILCHENBLAU (Pf.) Blue-violet, good size, good color, good spike. (L. 2—12c; 10—44c) (M. 10—24c) (S. 12—15c).

WASAGA (Palmer.) Buff Prim grand with wide open waved blooms, winning seedling in its class at National Glad Show. 1931. Color decidedly and delightfully different. (L. Each, \$1.60) (M. Each, 80c) (S. Each, 50c).

WINGED VICTORY (Briggs.) Very large pink. (L. 15c; 10—\$1.20) (M. 10c; 10—80c) (S. 10—40c).

WOLFGANG VON GOETHE (Pf.) Salmon-red. (L. 45c; 10—\$3.60) (M. 35c; 10—\$2.80) (S. 25c; 10—\$2.00).

WURTEMBERGIA (Pf.) Very large red with white throat. One of Pfützer's best. (L. 40c; 10—\$3.20) (M. 25c; 10—\$2.00) (S. 15c; 10—\$1.20).

YELLOW PERFECTION (Pf.) Large yellow. Good spike. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20).

Exhibition Mixed Glads

Every order for this is made up from splendid named varieties in a good range of types and colors. My selections of kinds. None labeled in mixtures.

LARGE BULBS, 10 for 60c; 100 for \$3.60. **MEDIUM**, 10 for 30c; 100 for \$2.00. **SMALL**, 25 for 30c; 100 for \$1.00.

Gladiolus Collections

\$3.00 Labeled Collection "A"

All **Large** bulbs.

- | | |
|--------------------|---------------------|
| 2 Aflame | 4 Golden Dream |
| 4 Aida | 2 Jubilee |
| 4 Apricot Glow | 3 Marmora |
| 3 Ave Maria | 4 Marocco |
| 1 Betty Brown Eyes | 2 Minuet |
| 1 Betty Co-Ed | 2 Mother Machree |
| 1 Betty Nuthall | 1 Picardy |
| 3 Comm. Koehl | 4 Orange Wonder |
| 4 Coronado | 3 Our Selection |
| 2 Coryphee | 4 Pfützer's Triumph |
| 3 Gloriana | 4 Sunshine Girl |

All the above, each labeled, **\$3.00**, prepaid.

\$2.10 Labeled Collection "AA"

Same kinds, and same number of bulbs as in **Collection "A"**, but bulbs **Medium**. All for **\$2.10** prepaid.

\$1.60 Labeled Collection "AAA"

Same kinds, and same number of bulbs as in **Collection "A"**, but bulbs **Small**. All for **\$1.60** prepaid.

\$4.40 Labeled Collection "B"

All **Large** bulbs.

- | | |
|--------------------|-------------------|
| 3 Aida | 2 J. Van Tets |
| 3 Albatross | 2 Linalee |
| 3 Ave Maria | 2 Maid of Orleans |
| 1 Betty Brown Eyes | 2 Miss Des Moines |
| 3 Betty Co-Ed | 2 Ramesses |
| 5 Betty Nuthall | 3 Royal Lavender |
| 2 Blue Danube | 2 Salbach's Pink |
| 1 Blue Triumphator | 1 Schwaben Girl |
| 4 Coronado | 2 Sonnenberg |
| 2 Fata Morgana | 3 Stuttgartia |
| 2 Gold Mine | 3 Winged Victory |
| 3 Janet | 2 Wurtembergia |

All the above, each labeled, **\$4.40** prepaid.

\$3.30 Labeled Collection "BB"

Same kinds, and same number of bulbs as in **Collection "B"**, but bulbs **Medium**. All for **\$3.30** prepaid.

\$2.20 Labeled Collection "BBB"

Same kinds, and same number of bulbs as in **Collection "B"**, but bulbs **Small**. All for **\$2.20** prepaid.

\$6.00 Labeled Collection "C"

All **Large** bulbs.

- | | |
|--------------------|--------------------|
| 1 Amador | 1 Graf Zeppelin |
| 1 Bagdad | 3 J. Van Tets |
| 2 Betty Brown Eyes | 3 Janet |
| 4 Betty Co-Ed | 4 Our Selection |
| 1 Bill Sowden | 2 Picardy |
| 2 Blue Danube | 2 Ramesses |
| 2 Blue Triumphator | 2 Rideau |
| 1 Chas. Lindbergh | 2 Salbach's Orchid |
| 3 Gold Mine | 2 Stately Lavender |
| 1 Inspiration | 3 Wurtemberg |

All the above, each labeled, for **\$6.00**, prepaid.

\$4.00 Labeled Collection "CC"

Same kinds, and same number of bulbs as in **Collection "C"**, but bulbs **Medium**. All for **\$4.00** prepaid.

\$2.80 Labeled Collection "CCC"

Same kinds, and same number of bulbs as in **Collection "C"**, but bulbs **Small**. All for **\$2.80** prepaid.

\$17.00 Labeled Collection "D"

All **Large** bulbs.

- | | |
|--------------------|---------------------|
| 1 Acadia | 3 Libelle |
| 1 Amador | 1 Mildred Louise |
| 1 Bagdad | 1 Pelegrina |
| 1 Beat All | 2 Picardy |
| 3 Betty Brown Eyes | 3 Ramesses |
| 5 Betty Co-Ed | 1 Rapture |
| 1 Champlain | 1 Mrs. Ray Chase |
| 1 Coronation | 1 Seestern |
| 2 Debonaire | 1 Star of Bethlehem |
| 1 Dr. Durr | 1 Tip Top |
| 2 Gate of Heaven | 2 Wasaga |
| 3 King Arthur | 5 Wurtembergia |

All the above, each labeled, for **\$17.00** prepaid.

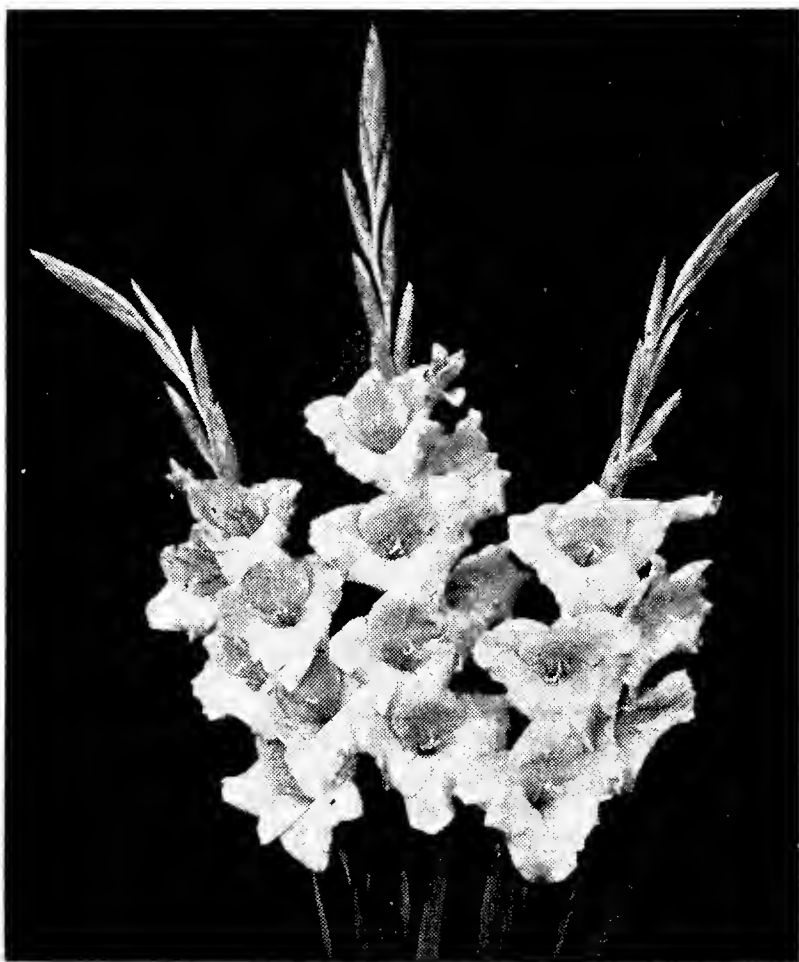
\$11.00 Labeled Collection "DD"

Same kinds, and same number of bulbs as in **Collection "D"**, but bulbs **Medium**. All for **\$11.00** prepaid.

\$8.00 Labeled Collection "DDD"

Same kinds, and same number of bulbs as in **Collection "D"**, but bulbs **Small**. All for **\$8.00** prepaid.

Sensational Prize Winner—"Mildred Louise"



Mildred Louise

This recent Wentworth introduction is taking Glad fans and growers by storm.

Listed for first time last season, but has been winning many blue ribbons and medals at the big shows for several years.

I was on the judging team at the Metropolitan Gladiolus Society's show held in Grand Central Palace, New York City, two years ago, and voted for Mildred Louise as the best seedling in its class.

Originator's description: "Prevailing color is a pure, deep salmon (strawberry) pink, self on upper petals with lower petals tipped strawberry pink, blending to pinard yellow in the throat, with faint spectrum pencilings on midrib, quite deep in the throat, anthers delphinium blue. (Ridgeway color chart.)"

"The stem is strong and flexible but not clubby or heavy. The beautiful triangular shaped florets open wide and measure $5\frac{1}{2}$ inches or more across without distortion. There are 18 to 22 buds on each spike. Florets lie close to stem, though there is no crowding or open space between florets.

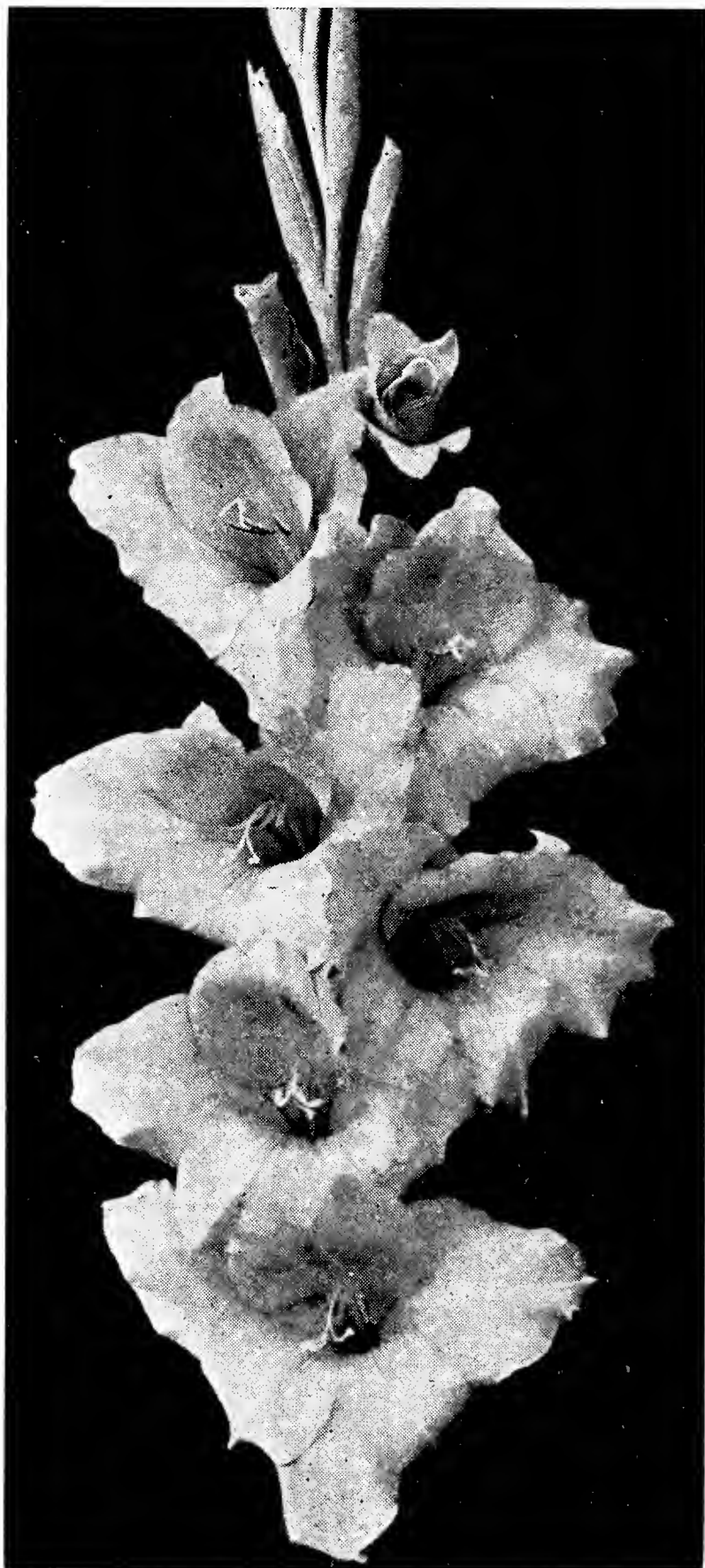
"The petals are firm and of good substance, making a bloom of unusual value as a cut flower. Foliage of a deep, blue-green color. Spikes uniformly straight. Stems rarely branch. Excellent propagator. An EXHIBITION gladiolus that is DECORATIVE, yet a good SHIPPER, therefore especially good as a COMMERCIAL FLOWER. Average blooming days 76. Has bloomed for us in 70 days."

Then follows a long list of leading Glad shows in which Mildred Louise won first honors.

"Check and double check." I've grown Mildred Louise. Saw bed of it on World's Fair grounds. Feasted my eyes on the prize winning display at La Porte. Inspected it in the Wentworth Gardens. **Find originator's description not only true but conservative.** For prices, see page 18.

Rarely indeed has a Glad been introduced that combines so many important good points as Mildred Louise. Tall straight spike, blooms large and of pleasing color, and so well placed, healthy grower—and surprisingly early for a large Glad.

Some of the prizes Mildred Louise has to its credit are: Metropolitan Gladiolus Society, blue ribbon, best seedling Atlantic City Flower and Garden Pageant, three blue ribbons and \$100 cash prize. Michigan State Gladiolus Show, three blue ribbons and the A. G. S. bronze medal. Century of Progress Exhibit by Illinois Gladiolus Society, first in its class. At the "Three-In-One" big show, La Porte, Ind., five baskets Mildred Louise won first place and also the A. G. S. Perpetual Challenge Trophy. Same show, basket won the Seabrook Challenge Trophy. Empire State Show, Ithaca, N. Y., first in three spike class, first in single spike and also a special award as best spike in the P. G. class. At the Ohio State Show, first for best three spikes in show. Other prizes at other shows, but space does not permit listing them all.



Mildred Louise

Palmer's Pink Picardy

now available at
practically painless prices

What a Glad! Originated by Mr. E. F. Palmer in Canada.

First shown in U. S. A. three years ago. Talk about a sensation! I first saw it at the National Glad Show in Des Moines, Iowa, and referred to it as "The Artificial Flower"—because after being dragged by Elmer Gove all the way down from Canada, this Picardy Glad held up and outshone all others.

Since then Picardy has been on the tongue of every Glad fan. Many bought even at the high prices. Others have been saving up their pennies to invest in Picardy as soon as price is within reach.

That price has arrived, way ahead of schedule, for reasons I shall explain later.

"On your right you will see" a snap shot of Picardy, taken right out in the garden by one of my Minnesota customers. That's "Only the beginning—only the beginning." You can't imagine the lovely coloring and the giant size of the blossoms.

Color, soft shrimp pink, without flecking. Blotch of light flesh pink. Though gigantic in size, Picardy is anything but coarse. You just fall in love with it at sight.

Now about prices. Whether it is a fault or a virtue, depends on one's point of view. For the commercial grower it may seem a fault that Picardy increases so amazingly fast.

For the Glad fan who is eager to possess this treasure, this is a blessing. Commercial growers will, of course, make money even if the variety does come down rapidly, because their supply increases fast.

That is, provided some growers do not over-estimate the average rate of increase and make prices far too low. There's the rub right now. I all but lost weight myself, trying to figure out sane Picardy prices for the 1933 crop. I, with the help of some other large growers, made a survey of the probable quantities that should be harvested, by commercial growers. Then decided that the prices I have listed on page 19 would prevail, "eventually, why not now?"

Confidentially, however, I'm coming to believe that the Picardy landslide is going to wipe out most, if not all, large and medium bulbs in U. S. A. before grass grows again. Only one thing can prevent this, and that is failure of some Glad planters to realize what a marvelous Glad Picardy is, and what super-value it is at going prices.

With Picardy as with other Glads, there are bulbs—and bulbs. Also bulblets—and bulblets. Just as there are eggs—and eggs. For the prices I name, I shall send you some of the cleanest, healthiest stock you ever saw. I'm not the only grower who can and will do this. But not all stocks will be so true and worthy. Keep that in mind if tempted by lower prices.

My bulblet prices are for graded, selected large husky Picardy bulblets. If you wish Picardy bulblets at a lower price, I can supply plenty that will average smaller, for less money. I recommend the kind I have figured on sending you at my printed prices on page 19.

While I happen to be lucky in that I have one of the largest Picardy stocks in the United States, yet even at that I can't promise how long these bulbs will hold out. I abominate high pressure salesmanship, and am not attempting to employ that method, but do say it is wise to secure your Picardy at your earliest convenience whether you buy from me or from some of my "fierce competitors."

Just one more point. Picardy and Mildred Louise do not conflict. Both are truly grand. You will want the two varieties.

Picardy Super-Specials—Good Until November 1st

Bulbs all JD quality. Bulblets mixed sizes, good, but not same as the special size listed at prices on page 19. Offers good until Nov. 1st, and subject to stock holding out that long. At these "Painless Prices" I do not include extras or overcount. The extras are already included in these Picardy Specials. I'll say they are—and then some. **Don't blame me** if you wait too long and stocks too low to supply Picardy Specials. (I reserve enough for Collections and regular small lot orders.) **NOTICE**—Picardy Specials are for **Fall Delivery**.

\$1.00 Picardy Special

3 No. 1; 3 No. 2; and 3 No. 4 Bulbs. These 9 bulbs for \$1.00, prepaid.

\$1.35 Picardy Special

5 Large, 9 Medium and 5 Small Bulbs. All for \$1.35, prepaid.

\$1.75 Picardy Special

2 Large and 25 Medium Bulbs. The 27 bulbs for \$1.75, prepaid.

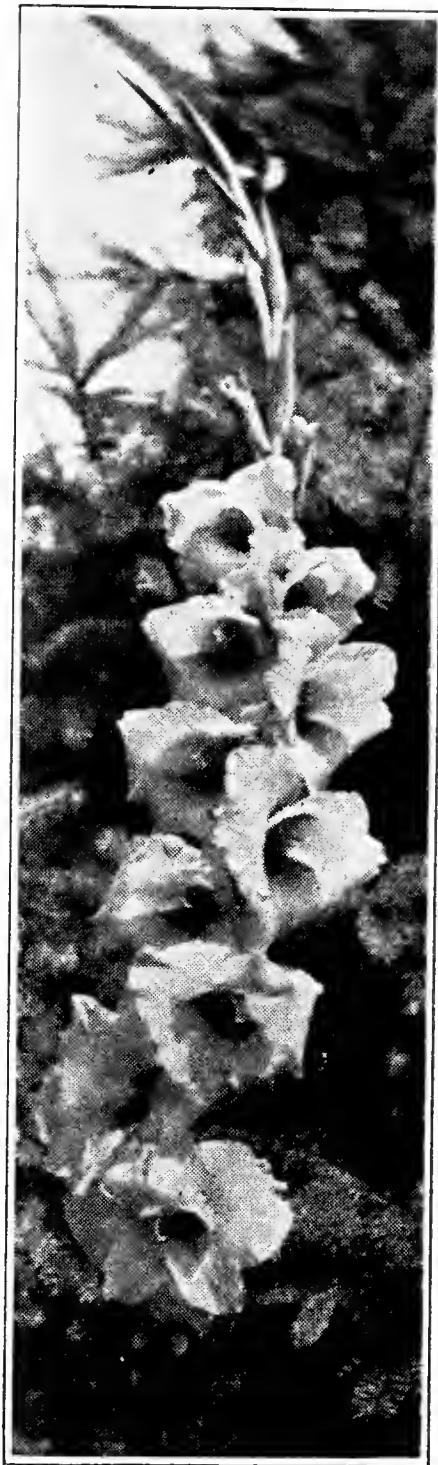
SIZES OF BULBS. Picardy Specials figured on basis: Large, No. 2 bulb. Medium, No. 4 bulb. Small, No. 6 bulb.

\$5.00 Picardy Special

5 Large, 55 Medium and 25 Small Bulbs. All for \$5.00, prepaid.

\$10.00 Picardy Special

1 Large, 31 Medium and 50 Small Bulbs, plus 1000 Bulblets. All for \$10.00, prepaid.



Meet the Girl Friends—Betty Brown Eyes, Betty Co-Ed

They came from California. Originated by Mrs. Elizabeth Briggs. Not the best Glads Mrs. Briggs has originated, but too good for you not to meet in your garden.

Two years ago I secured the entire stock of these two fine Briggs seedings. Both are Prims. But not small. No matter whether you do or don't care for Prims, you will fall in love with these. At least it was a case of love at first sight with me.

Now listen: I could have introduced these shebas last year, but stock then was limited. Have taken an extra year to increase stocks, so that you can order not just a bulb but a dozen or so for a small investment. I'll keep the No. 6 bulbs and bulblets and let you have all the blooming size bulbs at prices noted. In "the good old daze" I've paid from \$5.00 to \$25.00 for new Glads no better than these.

BETTY BROWN EYES. Unusual and pleasing orange colored blossoms, no rings, stripes or streaks, but uniform—all except on the two lower petals. On each of these petals is a dark red or maroon spot or blotch, the effect being or suggesting brown instead of red. Hence the name, which was suggested by Mrs. A. H. Nichols of Santa Maria, Calif. (If you ever motor through Santa Maria be sure to stop at these gardens.)

The spike is plenty long for cutting, always straight. Florets as near perfectly placed and spaced as we can hope for. Have measured some blooms $4\frac{1}{2}$ inches across. Do not average this large, but are all good medium decorative size. Not much hooded. In fact, hardly in the Prim class. Early.

In all my travels to many shows and gardens from coast to coast, I've looked for a Glad like this, but so far have never met up with one of the same, or very similar, color and markings.

Prices elsewhere for definite sizes and quantities. **BUT**, if you leave it to me to send you **mixed sizes**, from half inch up, depending on what I can spare at time order is filled, (I reserve enough stock for Collections "A", "B", etc.) I'll surprise you by sending:

For \$1.00, 5 bulbs. For \$2.00, 12 bulbs. For \$3.00, 20 bulbs. Prepaid.

BETTY CO-ED. Blossoms of soft, creamy pink, with cream throat. Very similar in color tone to that lovely variety Patricia Carter. Betty Co-Ed has "that school girl complexion"—but it doesn't rub off!

I measured a blossom of Betty Co-Ed the other day. It was a bit over 4 inches. Of course I measured one of the larger blooms. (That's me—JD.) But the blooms average good size, just right for this Glad.

The spike is unusually tall. Betty had good bringing up all right, but sometimes is crooked. Spikes inclined to that saxophone effect in real hot weather. But you will forgive Betty for this or any other failing, because of her many good points and lovely personality.

To really enjoy this new variety, or get the biggest thrill from it, you ought to have a dozen or more spikes in bloom at one time, so as to fill a vase or basket. "That's sumpin'." And don't forget to save the tips, and arrange them in a low bowl. That's sumpin' again.

Stock of Betty Co-Ed increases faster than Betty Brown Eyes, so I can sell you this lovely pink Glad for the following prices for bulbs in **mixed sizes**, from half inch up, depending on sizes available when order is filled. (I reserve enough stock for Collections "A", "B", etc.)

For \$1.00 I'll send you 8 bulbs. For \$2.00, 20 bulbs. For \$3.00, 33 bulbs. Prepaid.

SUPER-SPECIAL—3 Bulbs Betty Brown-Eyes AND 5 Bulbs Betty Co-Ed for \$1.00. Mixed Sizes.

Gladiolus—"Picardy"

Grown from No. 2 size bulb, season 1933, by W. W. Kurtz, Grand Rapids, Minn. Another snap shot of this same spike was taken the next day. (See page 13.)



In the second picture you see 10 large blooms, with plenty more buds to open. Size of lower bloom, trifle under 7 inches

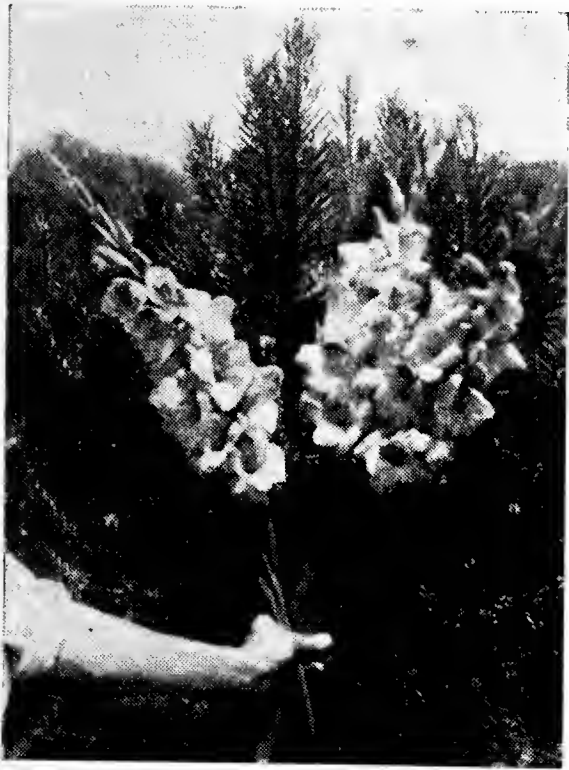
Sorry did not "catch the name" of the charming Miss.

Glad Gossip Continued

The best four whites keep me guessing. I'd give Albatros third and Mammoth White fourth place. But may have to flip a coin to decide in re J. Van Tets and Maid of Orleans for first place. On Mon., Wed., and Fri. I think Van Tets tops the list. Tues., Thur., and Sat. I'm all for Maid of Orleans. Sunday I wonder if Star of Bethlehem will be as large and fine every year and go to the head of the white class.

Our Selection, that Australian Glad, is so different from others that is needed in every collection. And that reminds me of a sad story. Last spring I and some other Glad growers had a fine lot of Glads planted along the main highway east of LaPorte, Ind. My planting was all one variety, Our Selection, which was timed just right, was blooming in all its glory a few days before the big show at LaPorte. But just before time to cut some of these for the show, a hot dog stand located hard by Our Selection caught fire. Several gasoline stoves blew up, and scorched all my planting.

Early Pink Glad—Miss Greeley



When Horace Greeley quoth, "Go west, young man!" he never dreamed that the town founded in Northern Colorado by the Greeley Colony would develop into such a beautiful city, its people living off the fat of the land in one of the richest irrigated sections of the world.

Nor did he visualize, I wot, the beautiful gardens of which the Greeley folks are so justly proud. Nor did the Greeley pilgrims have time to form a Chamber of Commerce and Garden Club.

All this has come to pass. Beautiful Greeley has a live Chamber of Commerce and Garden Club. Cooperating, they sought a new, unnamed Gladiolus of real merit to be named for their city.

Naturally, they turned to me to find such a Glad. And, naturally, I turned to the Briggs Floral Company in California. I knew Mrs. Briggs could fill this order if anyone could. Luck was with me. The Briggs folks made me a proposition, based on my buying the entire stock. This was far too much for the Greeley flower lovers to take over. So I took a "Long" chance, bought the stock, sold the Greeley Garden club what they needed, and planted the rest.

Miss Greeley has already become internationally famous. So much like one of its parents, W. H. Phipps, but so early that it is usually done blooming before Phipps begins. Otherwise, not quite so swell as Phipps in some points, but really better in others. Its main value is in that it comes so much earlier and sells to florists as Phipps in big floral markets.

Glad fans living where seasons are short, write me that whereas they used to start Phipps in cold frames to get blooms, now can plant Miss Greeley right out in the garden and be sure of blooms before frost.

Elaborate descriptions not necessary when I tell you that at a committee meeting of five Glad fans in New England, one brought some spikes of Miss Greeley. "Four out of five" said it was Phipps. The fifth, one of the keenest of Glad experts named it correctly.

There is only a moderate supply of Miss Greeley in the world yet. I'm not caring to sell very much of it. Rather plant. May withdraw part or all my stock in January. While I can spare, I'll supply you at prices given elsewhere in these pages. Do not see my way to offer large lots to anyone.

Red Phipps

A Phipps seedling, originated by Mrs. Elizabeth Briggs. Much earlier than Phipps.

The blossoms have that charming sheen found in the original Mr. W. H. Phipps Glad.

Plants and bulbs also resemble Phipps, but appear to be free from some weaknesses often found in Phipps stocks.

Spikes long, straight and strong, but no excess baggage. Flower heads run more uniform than Phipps. Few, if any, stubby spikes.

Placement of florets splendid. Facing equally good. Florets set close to spike. No lippy, floppy habits. Ideally built spike and buds for packing and shipping.

Color, a pleasing, glowing bright red. Maybe according to Ridgeway this does not describe it, but the effect is RED that IS red.

Size of florets good but not gigantic. Size varies a good bit according to locality, season, culture, but usually satisfactory.

Plenty blossoms open, but not so many at a time as Phipps.

Later: Since the above was written I've received many splendid reports.

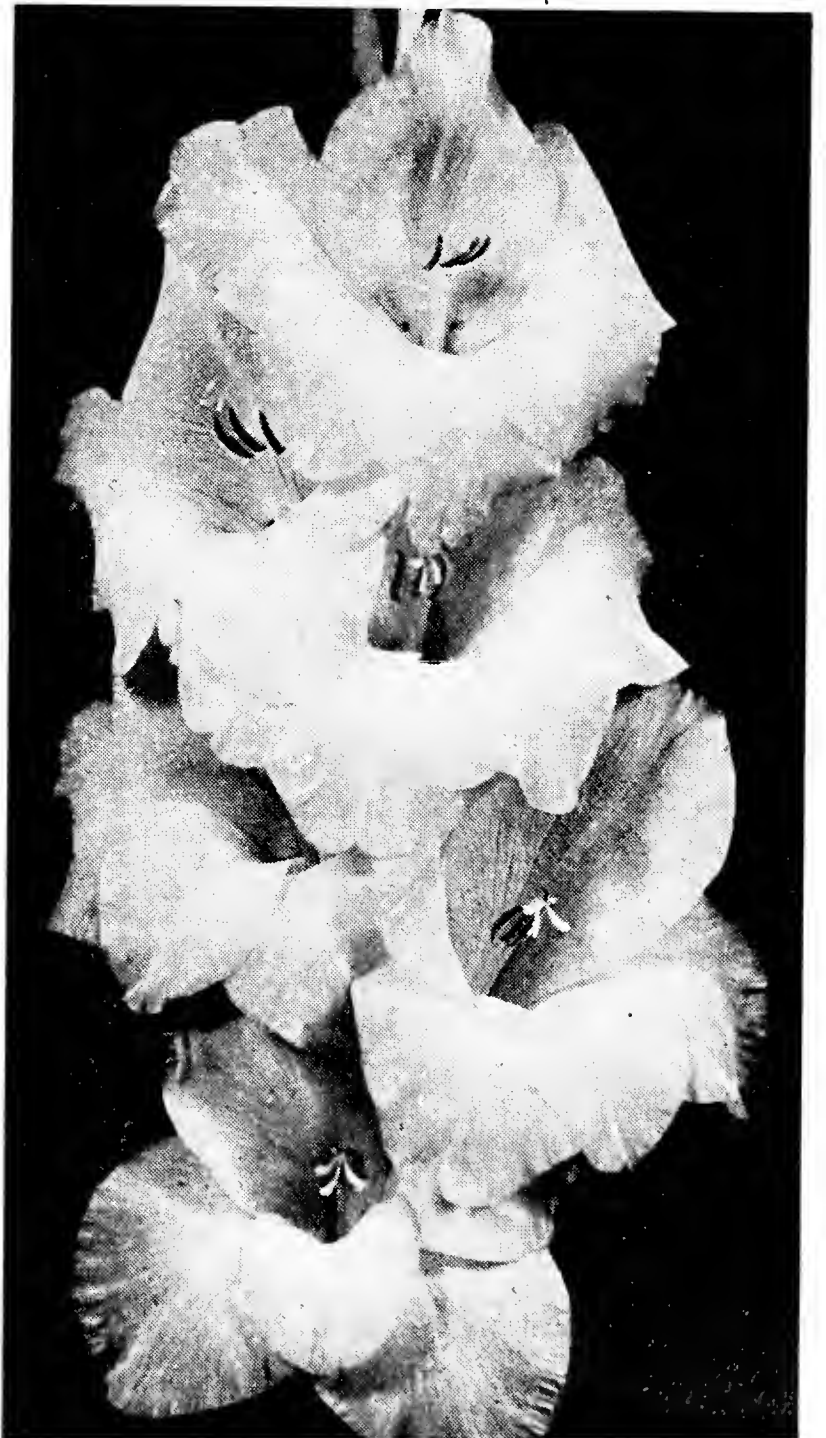
More good news—Red Phipps won many prizes at leading shows last summer. At the Century of Progress show in Horticultural Hall, under the auspices of the Illinois Gladiolus Society. Red Phipps won first place in the three spike class, first in single spike class, and the three spikes were awarded the Century of Progress medal as the best three spikes at the show.

Still more. At the combined Show of the American Gladiolus Society, the Indiana Gladiolus Society and the Michigan Show at La Porte, Indiana, Red Phipps received first place in the three spike class and first in the single spike, recent introductions.

At the Ohio State Show at Akron, Red Phipps again won first in the red three spike class. For prices see other pages.

Last spring an ad appeared, offering Red Phipps in large lots, cheap. I never sold enough to be grown and listed in large lots. The party pulled other fast ones also. But ran amuck.

Uncle Sam gave him 3 years to think things over. "Crime never pays."



Long's Long Season Assortments Prepaid

One year ago I ran the following "LONG SEASON" offer, not specifying exact sizes or quantities of bulbs for \$1.00.

Believe it or not, the offer went over in a big way. And everybody happy, so far as I know.

Am repeating the very words of the offer, as you will read in quotes below.

Only one difficulty. A few customers didn't get the idea straight about each dollar lot being for ONE VARIETY only. Some read too hastily and thought they were to get the whole works for \$1.00. Read the offer twice if in doubt as to what it means. Here it is:

"Each Assortment will be of one variety but the bulbs will be mixed sizes, from about 1/2 inch up to 1 1/2 or so. The idea is that different size bulbs bloom at different times. So by planting the assorted sizes you get a LONG SEASON OF BLOOM of a variety from the one planting.

"Here's where I check up on myself. I'm going to offer these \$1.00 assortments, giving you only the names of the varieties. I'll send you plenty bulbs to give you a good big \$1.00 worth of any variety below. But I'm not taking space to specify the number of bulbs. You'll find that out when you open your package. I'm sorta curious to know how many of you are willing to take a "Long chance".

"Here are the varieties. Each assortment is one variety only, the bulbs are mixed sizes and the price for a single assortment is \$1.00. Super-special offers at the bottom of page."

AFLAME	LINALEE
ALBATROS	LOYALTY
APRICOT GLOW	MAID OF ORLEANS
AVE MARIA	MARMORA
BERTY SNOW	MARY JANE
BETTY BROWN EYES	MAROCCO
BETTY CO-ED	MINUET
BETTY NUTHALL	MISS DES MOINES
BLUE DANUBE	MOTHER MACHREE
BLUE TRIUMPHATOR	MRS. KONYNENBURG
CHARLES DICKENS	MR. W. H. PHIPPS
COMMANDER KOEHL	ORANGE WONDER
CORONADO	OUR SELECTION
CORYPHEE	PATRICIA CARTER
DAMASCUS	PFITZER'S TRIUMPH
DR. BENNETT	PICARDY
DR. MOORY	POUR LE MERITE
FATA MORGANA	RAMESSES
FRANK MCCOY	RIDEAU
GLORIANA	ROYAL LAVENDER
GLORY U. S. A.	RUFFLED GOLD
GOLDEN DREAM	SALBACH'S PINK
GOLD MINE	SPIRIT OF ST. LOUIS
JANE ADDAMS	SPRAY OF GOLD
JANET	STUTTGARDIA
J. VAN TETS	SUNSHINE GIRL
JUBILEE	VEILCHENBLAU
LA PALOMA	WINGED VICTORY
LIBELLE	WURTEMBERGIA

SUPER-SPECIALS—Any 4 Assortments, alike or different, for \$3.80. Any 8 for \$7.20. Any 12 for \$10.00. Any 20 for \$16.00.

Don't Worry About Glad Prices



Leave that to me—J.D. I've a great capacity for worrying. May specialize in this some time with sign, "First class worrying done here by the hour, day or week. Rates reasonable".

My fall Glad prices are made out early. If am too low on some items, that's your good luck. If a bit high, I'll send plenty more Glads to adjust. Thus prices are in your favor "in the Long run".

Bulblets per Pkt., 100, 1000

The number of bulblets in a packet is based on the 100 or 1000 price for that variety. Real good value always. The larger the order, the more liberal the overcount.

VARIETY	Per Pkt.	Per 100	Per 1000
Aflame	\$.20	\$	\$ 1.60
Aida20	1.60
Albatross25	.60	4.80
Apricot Glow1560
Ave Maria20	1.60
Berty Snow15	1.00
Betty Nuthall15	1.00
Bill Sowden25	1.20	10.00
Chas. Dickens1580
Commander Koehl20	.60	5.00
Coronado20	1.60
Coryphee20	1.60
Damascuss25	.60	5.00
Dr. Bennett1560
Dr. Moody1580
Dr. Shook1580
Fata Morgana25	1.00	8.00
F. J. McCoy20	1.60
Gloriana1560
Glory of U. S. A.25	.50	4.00
Golden Dream2060
Jane Addams20	1.60
Janet25	4.00
Joerg's White20	1.20
J. Van Tets30	1.50	12.00
Jubilee25	.60	5.00
La Paloma20	.30	2.40
Loyalty20	.25	2.00
Mammoth White25	.80	6.00
Marmora20	1.00
Marocco20	1.60
Mary Jane20	1.60
Minuet20	1.60
Miss Des Moines25	.60	5.00
Miss Greeley30	1.80	15.00
Mother Machree20	1.80
Mrs. Douglas1580
Mrs. Frank White25	1.00	8.00
Mrs. Hornberger1580
Mrs. Konynenburg1580
Mr. W. H. Phipps1580
Nancy Hanks1560
Olive Goodrich1570
Orange Wonder20	1.60
Orchid (Sprague)20	.30	2.50
Our Selection20	2.00	1.50
Patricia Carter20	1.60
Paul Pfitzer20	1.00
Pfitzer's Triumph20	1.40
Pour Le Merite20	.35	3.00
Purple Glory20	1.20
Red Glory20	1.60
Royal Lavender20	.25	2.00
Ruffled Gold20	.30	2.40
Scarlet Wonder1580
Salbach's Pink25	.60	5.00
Senorita1580
Sonnenburg25	.70	6.00
Spirit of St. Louis1580
Stuttgardia25	.70	6.00
Sunshine Girl (Slightly Mixed)25	.50	4.00
Troubadour25	1.00	8.00
Veilchenblau20	1.20
Yellow Perfection30	1.20	10.00
Winged Victory25	.60	5.00
Exhibition Mixed20	1.60

Mr. G. Edgar Folk of Lawrence, Mass., is one of the most enthusiastic Glad fans I know. The things he accomplishes in the line of growing prize winning Glads, and managing big flower shows amazes me. And all in addition to his regular vocation. Most of us couldn't do as much even if we had been born twins. Ask him about Jubilee Van Tets, Our Selection, Miss Greeley, Commander Koehl, Red Phipps and some others that I have been telling you are worthy a place in your garden. Also, he says, "The shows have demonstrated we can lick the thrips." That's telling 'em.

Larger Lots of Gladiolus Bulbs at Prepaid Prices

25 or more bulbs at the 100 rate. Pint or half-pint bulblets at quart rate If sold out of size ordered. will send size smaller, adding more bulbs to make up the difference in price UNLESS YOU REQUEST OTHERWISE. No item less than 15c.

VARIETY	Size 1 1 1/2 In. Up	Size 2 1 1/4-1 1/2 Inches	Size 3 1-1 1/4 Inches	Size 4 3/4-1 Inches	Size 5 1/2-3/4 Inches	Size 6 1/4-1/2 Inches	Blts. Per Quart
AFLAME	\$ 4.00	\$ 3.00	\$ 2.40	\$ 2.00	\$ 1.60	\$ 1.20	\$ 6.00
AIDA	4.00	3.00	2.40	2.00	1.60	1.20	4.80
ALBATROS	8.00	6.00	4.00	3.00	2.40	1.60	18.00
APRICOT GLOW	2.80	2.20	1.80	1.40			1.50
AVE MARIA	4.40	3.20	2.40	2.00	1.60	1.20	5.00
BERTY SNOW	3.60	2.80	2.20	1.80	1.40	1.00	3.20
BETTY NUTHALL	3.60	2.80	2.00	1.60	1.20	.80	3.00
BILL SOWDEN	16.00	12.00	10.00	8.00	6.00	5.00	
CHARLES DICKENS	3.60	2.40	1.80	1.20			2.40
COMM. KOEHL	8.00	6.00	4.00	3.00	2.00	1.60	15.00
CORONADO	6.00	4.80	3.20	2.00	1.40	1.00	6.00
CORYPHEE	6.00	4.80	3.20	2.00	1.60	1.20	6.00
DAMASCUS	10.00	8.00	6.00	5.00	4.00	3.00	15.00
DR. BENNETT	3.60	2.80	2.00	1.60			2.00
DR. MOODY	3.60	2.80	2.00	1.60	1.20	.80	3.20
DR. NELSON SHOOK	3.60	2.80	2.00	1.60			3.00
FATA MORGANA	24.00	20.00	16.00	12.00	10.00		
F. J. McCOY	8.00	6.00	5.00	4.00	3.00	2.00	5.40
GLORIANA	3.20	2.40	1.80	1.20			1.80
GLORY OF U. S. A.	5.00	4.00	3.00	2.40			12.00
GOLDEN DREAM	3.60	2.40	1.80	1.00			1.50
JANE ADDAMS	5.00	4.00	3.00	2.00	1.60		4.80
JANET	8.00	6.40	5.00	4.00	3.00	2.00	15.00
JOERG'S WHITE	4.00	3.00	2.00	1.60			3.00
J. VAN TETS	20.00	16.00	12.00	10.00	8.00		
JUBILEE	10.00	8.00	6.00	4.40	3.60	2.40	20.00
LA PALOMA	8.00	6.00	4.00	3.00	2.00	1.60	8.00
LINALEE	16.00	12.00	10.00	8.00	6.00		
LOYALTY	6.00	4.80	3.60	2.40	1.60	1.20	6.00
MAMMOTH WHITE	10.00	8.00	6.00	4.40	3.20		
MARMOEA	4.00	3.00	2.00	1.60	1.20	1.00	3.60
MAROCCO	5.00	4.00	3.00	2.00	1.60	1.20	5.40
MARY JANE	4.00	3.00	2.00	1.60			4.20
MINUET	4.00	3.00	2.00	1.60	1.20		4.20
MISS DES MOINES	10.00	8.00	6.00	4.80	3.20		20.00
MISS GREELEY	16.00	12.00	9.00	7.00	6.00	5.00	
MOTHER MACHREE	8.00	6.00	5.00	4.00	3.00	2.00	7.00
MRS DOUGLAS	3.60	3.00	2.00	1.60			2.40
MRS. F. WHITE	10.00	8.00	6.00	4.80			
MRS. HORNBERGER	3.60	3.00	2.40	1.80			2.40
MRS. KONYNENBURG	3.60	3.00	2.00	1.40	1.00	.80	2.40
MR. W. H. PHIPPS	3.60	3.00	2.40	1.60			2.40
NANCY HANKS	3.60	3.00	2.00	1.40			2.40
OLIVE GOODRICH	4.00	3.00	2.00	1.40			2.40
ORANGE WONDER	4.00	3.00	2.00	1.60	1.20	1.00	5.00
ORCHID THE	4.00	3.20	2.40	1.80			
OUR SELECTION	7.00	5.40	4.00	3.00	1.80	1.00	5.00
PATRICIA CARTER	5.00	4.00	3.00	2.40			4.00
PAUL PFITZER	4.00	3.00	2.40	1.60			2.80
PFITZER'S TRIUMPH	3.60	2.80	2.00	1.40	1.00	.80	3.20
POUR LE MERITE	8.00	6.00	5.00	4.00			10.00
PURPLE GLORY	4.00	3.00	2.00	1.60	1.20	1.00	2.40
RED GLORY	4.00	3.00	2.00	1.60			3.00
ROYAL LAVENDER	4.00	3.00	2.00	1.60			3.00
RUFFLED GOLD	5.00	4.00	3.00	2.00	1.60	1.20	8.00
SCARLET WONDER	5.00	4.00	3.00	2.00	1.60	1.20	2.40
SALBACH'S PINK	10.00	8.00	6.00	4.00	3.00	2.00	15.00
SEÑORITA	4.00	3.00	2.00	1.60	1.20	1.00	2.40
SONNENBURG	12.00	10.00	8.00	6.00			20.00
SPT. ST. LOUIS	3.60	2.80	1.80	1.40			2.40
STUTTGARDIA	10.00	8.00	6.00	5.00	4.00	3.00	18.00
SUNSHINE GIRL	8.00	6.00	5.00	4.00	3.00	2.00	15.00
(Slightly Mixed)							
TROUBADOR	12.00	10.00	8.00	6.00			
VEILCHENBLAU	3.20	2.80	2.00	1.40	1.00	.80	3.60
WINGED VICTORY	12.00	10.00	8.00	6.00	4.00	3.00	16.00
YELLOW PERFECTION	18.00	15.00	12.00	10.00			
EXHIBITION MIXED	4.00	3.20	2.80	1.60	1.20	1.00	5.00

Rare Gladiolus Bulbs and Bulblets Priced Prepaid

In selecting from the following list, you may figure 3 or more bulbs at the 10 rate. Figure 25 or more at the 100 rate.

If you wish to pay the express or parcel post. go ahead and make out your order at these prepaid prices, then tell me what to send extra in value that will fully cover transportation cost. I'll see to it that you will not only be satisfied. but mighty well pleased.

Variety	Per	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6	Bulblets Per	
ACADIA.....	Each	\$.50	\$.40	\$.30	\$.20	\$.15	\$.10	10..	\$.25
	Ten	4.00	3.20	2.40	1.60	1.20	.80	100..	2.00
	100	45.00	33.00	32.00	25.00	20.00	16.00	1000..	24.00
AMADOR	Each	.75	.60	.50	.40	.35	.25	10..	.50
	Ten	6.00	4.80	4.00	3.20	2.80	2.00	100..	3.00
	100	45.00	33.00	32.00	25.00	20.00	16.00	1000..	24.00
BAGDAD	Each	.30	.25	.20	.15	.12	.10	10..	.25
	Ten	2.50	2.00	1.60	1.20	1.00	.80	100..	3.00
	100	20.00	16.00	12.00	10.00	8.50	1000..	20.00
BEAT ALL	Each	.40	.35	.30	.25
	Ten	3.20	2.80	2.40	2.00
	100	24.00	20.00	16.00	12.00	10.00	9.00	1000..	15.00
BETTY BROWN EYES.....	Each	.40	.35	.30	.25	.20
	Ten	3.20	2.80	2.40	2.00	1.60
	100	24.00	20.00	16.00	12.00	10.00	9.00	1000..	15.00
BETTY CO-ED	Each	.25	.20	.15	.12	.10
	Ten	2.00	1.60	1.20	1.00	.80
	100	24.00	20.00	16.00	12.00	10.00	9.00	1000..	15.00
BLUE DANUBE	Each	.40	.35	.30	.25	.20	.15	10..	.25
	Ten	3.20	2.80	2.40	2.00	1.60	1.20	100..	2.00
	100	24.00	20.00	16.00	12.00	10.00	9.00	1000..	15.00
BLUE TRIUMPHATOR	Each	.50	.40	.35	.30	.25	.20	10..	.30
	Ten	4.00	3.20	2.80	2.40	2.00	1.60	100..	2.50
	100	32.00	28.00	24.00	20.00	16.00	12.00	1000..	20.00
CHAMPLAIN	Each	5.00	4.00	3.50	3.00	2.50	2.00	1..	1.00
	Ten	40.00	32.00	28.00	24.00	20.00	16.00	10..	8.00
	100	280.00	224.00	196.00	160.00	140.00	112.00	1000..	60.00
CHAS. LINDBERGH	Each	.40	.35	.30	.25	.20	.15	10..	.25
	Ten	3.20	2.80	2.40	2.00	1.60	1.20	100..	2.00
	100	28.00	24.00	20.00	16.00	12.00	10.00	1000..	16.00
CORONATION	Each	2.00	1.60	1.20	.80	.60	.50	2..	.25
	Ten	16.00	12.00	9.00	7.00	5.00	4.00	10..	1.00
	100	160.00	120.00	90.00	70.00	50.00	40.00	1000..	10.00
DEBONAIRE	Each	2.00	1.60	1.20	.80	.60	.50	2..	.25
	Ten	16.00	12.00	9.00	7.00	5.00	4.00	10..	1.00
	100	160.00	120.00	90.00	70.00	50.00	40.00	1000..	10.00
DR. DURR	Each	1.50	1.25	1.00	.80	.60	.50	2..	.25
	Ten	12.00	10.00	8.00	7.00	5.00	4.00	10..	1.00
	100	120.00	100.00	80.00	70.00	50.00	40.00	1000..	10.00
DUNA	Each	2.00	1.60	1.20	.80	.60	.50	2..	.25
	Ten	16.00	12.00	9.00	7.00	5.00	4.00	10..	1.00
	100	160.00	120.00	90.00	70.00	50.00	40.00	1000..	10.00
ERICA MORINI	Each	1.50	1.25	1.00	.80	.60	.50	2..	.25
	Ten	16.00	12.00	9.00	7.00	5.00	4.00	10..	1.00
	100	160.00	120.00	90.00	70.00	50.00	40.00	1000..	10.00
GATE OF HEAVEN.....	Each	2.50	2.25	2.00	1.50	1.25	1.00	1..	.40
	Ten	20.00	18.00	16.00	12.00	10.00	8.00	10..	3.00
	100	200.00	180.00	160.00	120.00	100.00	80.00	1000..	25.00
GOLDEN CUP	Each	.75	.65	.55	.45	.35	.30	3..	.25
	Ten	6.00	5.00	4.00	3.00	2.50	2.00	100..	6.00
	100	60.00	50.00	40.00	30.00	25.00	20.00	1000..	60.00
GOLD MINE	Each	.25	.20	.15	.12	.10	2-.15	12..	.25
	Ten	2.00	1.60	1.20	1.00	.80	.60	100..	1.50
	100	16.00	12.00	10.00	8.00	6.00	5.00	1000..	12.00
GRAF ZEPPELIN	Each	.25	.20	.15	.12	.10	12..	.25
	Ten	2.00	1.60	1.20	1.00	.80	.60	100..	1.50
	100	16.00	12.00	10.00	8.00	6.00	5.00	1000..	12.00
HERCULES	Each	5.00	4.00	3.00	2.00	1.50	1.00	1..	.50
	Ten	40.00	32.00	24.00	16.00	12.00	8.00	10..	4.00
	100	400.00	320.00	240.00	160.00	120.00	80.00	1000..	40.00
INSPIRATION	Each	.75	.65	.55	.45	.35	.30	3..	.25
	Ten	6.00	5.00	4.00	3.00	2.50	2.00	100..	6.00
	100	60.00	50.00	40.00	30.00	25.00	20.00	1000..	60.00
KING ARTHUR	Each	2.00	1.50	1.25	1.00	.80	.70	1..	.20
	Ten	16.00	12.00	10.00	8.00	6.40	5.60	10..	1.60
	100	160.00	120.00	100.00	80.00	64.00	56.00	1000..	120.00
LADY EATON	Each	5.00	4.00	3.50	3.00	2.50	2.00	1..	1.00
	Ten	40.00	32.00	28.00	24.00	20.00	16.00	10..	8.00
	100	400.00	320.00	280.00	240.00	200.00	160.00	1000..	80.00
LIBELLE	Each	.50	.40	.35	.30	.25	.20	10..	.50
	Ten	4.00	3.20	2.80	2.40	2.00	1.60	100..	4.00
	100	32.00	28.00	20.00	16.00	12.00	10.00	1000..	30.00
LUDWIG BEETHOVEN.....	Each	.30	.25	.20	.15	.12	.10	20..	.25
	Ten	2.40	2.00	1.60	1.20	1.00	.80	100..	1.00
	100	20.00	16.00	12.00	9.00	8.00	7.00	1000..	8.00
MAID OF ORLEANS.....	Each	.50	.40	.35	.30	.25	.20	10..	.25
	Ten	3.20	2.80	2.40	2.00	1.60	1.20	100..	2.00
	100	28.00	24.00	20.00	16.00	12.00	10.00	1000..	16.00
MILDRED LOUISE	Each	.50	.45	.40	.35	.30	.25	1..	.20
	Ten	4.00	3.60	3.20	2.80	2.40	2.00	10..	1.60
	100	40.00	36.00	32.00	28.00	24.00	20.00	1000..	16.00
MOORISH KING	Each	1.00	.80	.60	.50
	Ten	8.00	6.40	4.80	4.00
	100	80.00	64.00	48.00	40.00
MRS. RAY CHASE.....	Each	.60	.50	.40	.35	.30	.25	6..	.25
	Ten	4.80	4.00	3.20	2.80	2.40	2.00	100..	3.00
	100	48.00	40.00	32.00	28.00	24.00	20.00	1000..	30.00
PELEGRINA	Each	.50	.45	.40	.35	.30	.25	5..	.25
	Ten	4.00	3.60	3.20	2.80	2.40	2.00	100..	4.00
	100	40.00	36.00	32.00	28.00	24.00	20.00	1000..	40.00

Rare Gladiolus Bulbs and Bulblets Continued

Variety	Per	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6	Bulblets	
								Per	
PICARDY	Each	.30	.25	.20	.15	.12	.10	5..	.25
	Ten	2.50	2.00	1.60	1.20	1.00	.80	100..	3.00
	100	20.00	16.00	12.00	10.00	8.00	7.00	20.00
PIRATE	Each	.30	.25	.20	.15	.12	.10	5..	.25
	Ten	2.50	2.00	1.60	1.20	1.00	.80	100..	3.00
	100	20.00	16.00	12.00	10.00	1000..	20.00
PREMIER HENRY	Each	5.00	4.00	3.50	3.00	2.50	2.00	1..	1.00
	Ten	40.00	32.00	28.00	24.00	20.00	16.00	10..	8.00
								100..	60.00
RAMESES	Each	.50	.40	.35	.30	.25	.20	10..	.25
	Ten	4.00	3.20	2.80	2.40	2.00	1.60	100..	2.50
	100	32.00	24.00	20.00	16.00	12.00	10.00	1000..	20.00
RAPTURE	Each	.50	.40	.30	.20	.15	.10	10..	.25
	Ten	4.00	3.20	2.40	1.60	1.20	.80	100..	2.00
RED PHIPPS.....	Each	.30	.25	.20	.15	.12	.10	10..	.25
	Ten	2.40	2.00	1.60	1.20	1.00	.80	100..	1.80
	100	20.00	16.00	12.00	10.00	8.00	6.40	1000..	15.00
RIDEAU	Each	.50	.40	.30	.20	.15	.10	10..	.25
	Ten	4.00	3.20	2.40	1.60	1.20	.80	100..	2.00
SALBACH'S ORCHID	Each	.40	.35	.30	.25	.20	.15	10..	.30
	Ten	3.00	2.80	2.40	2.00	1.60	1.20	100..	2.50
	100	24.00	20 00	16.00	12.00	10.00	8.00	1000..	20.00
SCHWABEN GIRL	Each	.30	.25	.20	.15	20..	.25
	Ten	2.40	2.00	1.60	1.20	100..	1.00
	100	20.00	16.00	12.00	10.00	1000..	8.00
SEESTERN	Each	2.50	2.00	1.50	1.25	1.00	.80	1..	.25
	Ten	20.00	16.00	12.00	10.00	8.00	.70	10..	2.50
								100..	15.00
SOLVEIG	Each	20.00	18.00	16 00	14.00	12.00	10.00	1..	1.00
	Ten	150.00	120.00	100.00	80.00	70.00	60.00	10..	6.00
SPRAY OF GOLD.....	Each	.30	.25	.20	.15	.12	.10	5..	.25
	Ten	2.50	2.00	1.60	1.20	1.00	.80	100..	3.00
	100	20.00	16.00	12.00	10.00	8 00	7.00
STAR OF BETHLEHEM.....	Each	3.00	2.50	2.00	1.50	1.25	1.00	1..	.40
	Ten							10..	2.50
STATELY LAVENDER	Each	.35	.30	.25	.20	.15	.10	10..	.25
	Ten	2.80	2.40	2.00	1.60	1.20	.80	100..	2.00
	100	24.00	20.00	16.00	12.00	8.00	7.00	1000..	15.00
TIP TOP	Each	4.00	3.50	3.00	2.50	2.00	1.50	1..	.50
	Ten							10..	4.00
WASAGA	Each	2.00	1.60	1.20	.80	.60	.50	2..	.25
	Ten	16.00	12.00	9.00	7.00	5.00	4.00	10..	1.00
WOLFGANG VON GOETHE...	Each	.50	.45	.40	.35	.30	.25	10..	.25
	Ten	4.00	3 60	3.20	2.80	2.40	2.00	100..	2.00
WURTEMBERGIA	Each	.50	.40	.30	.25	.20	.15	12..	.25
	Ten	4.00	3.20	2.40	2.00	1.60	1.20	100..	1.50
	100	30.00	24 00	20.00	16.00	12.00	10.00	1000..	12.00

Any Glads priced prepaid may be ordered f. o. b. Boulder, at the prepaid prices, but I then send you more than enough extra stock to offset the carrying charges. You may select the kinds, and I'll make sure of sending plenty. Kindly make several suggestions if you specify kinds, giving me some leeway. Because I am very short on a few of the newer ones.

Send list for price on the lot, if you care to. But only for good sized lots, not a list amounting to only a few dollars. I'll make you price f. o. b. Boulder on the list. Please state definitely the kinds, sizes and quantities of each wanted.

I hope to pass out before time might come when I would offer to meet all price competition. I'll meet quality and service competition any time, but would hate myself if I didn't feel and know my stocks are too good to be classed with many others offered.

If you think I'm blowing my own horn too loudly about my Glad stocks, then do this: Order at least part of your supply from me. Plant under same conditions as any others: "Check and double check." I've read shaving cream ads till it seemed positive that both of two leading brands were best. So I did with the shaving creams what I'm suggesting you do with Glad bulbs. Used my face for a demonstration plot or trial grounds. Spread Sarbabol on the north, and Shurma Bave on the south side of my face, following cultural directions very carefully and impartially. Now I KNOW, but ain't telling!

Australian Glad "Our Selection"

Australian Glad that wins first honors in its own country, and has caught the fancy of American fans and florists.

Very unusual type, color and markings. So many open at once that several spikes make a bouquet.

Blooms well arranged on strong spike.

Color and markings vary a good bit, but always interesting.

Prices found elsewhere in this catalogue.

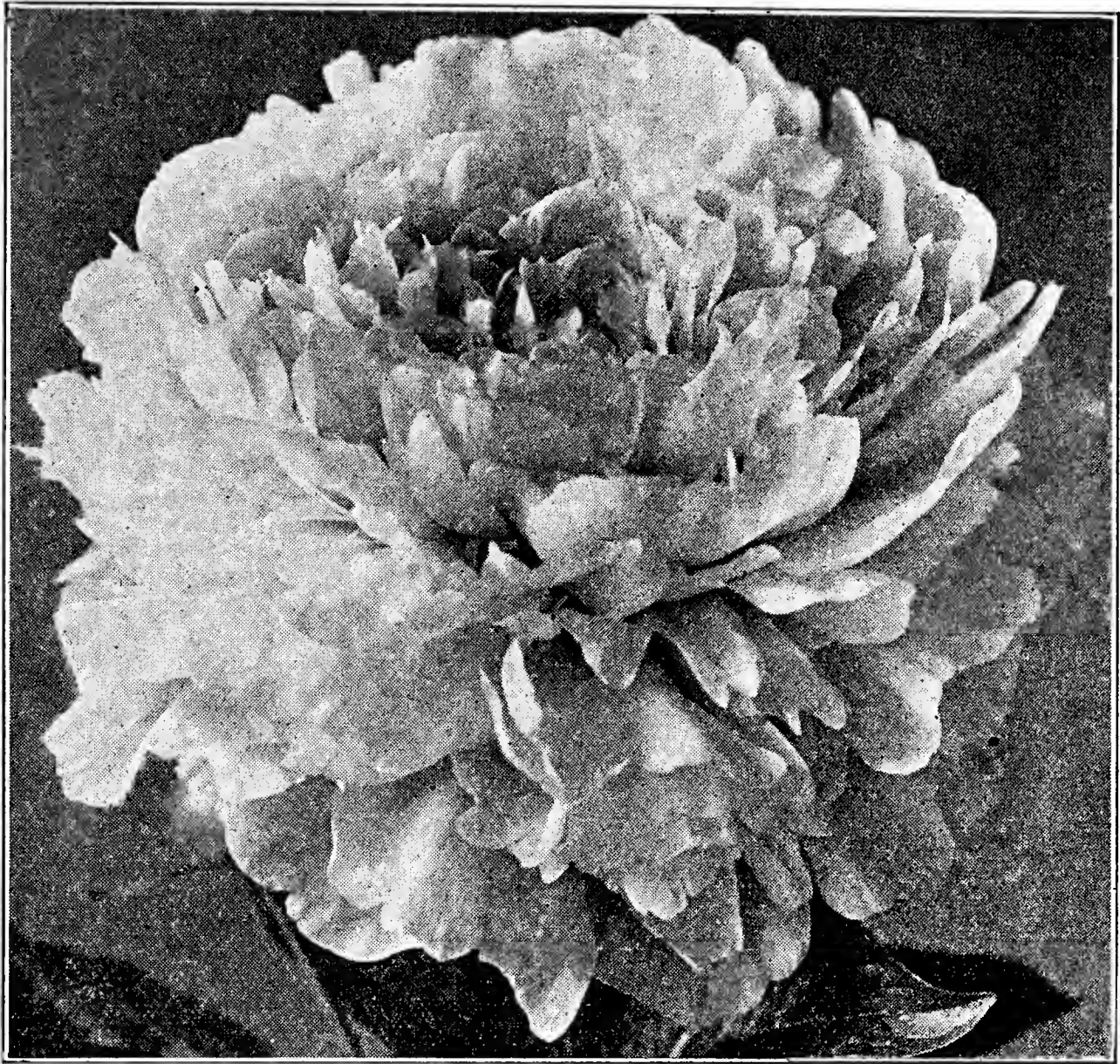


Gladiolus Wholesale Prices F. O. B. Boulder

25 or more bulbs at the 100 rate. Pint or half-pint bulblets at quart rate. If sold out of size ordered. will send size smaller, adding more bulbs to make up the difference in price UNLESS YOU REQUEST OTHERWISE. Read TERMS on page 8 before ordering.

VARIETY	Size 1 1½ In. Up	Size 2 1¼-1½ Inches	Size 3 1-1¼ Inches	Size 4 ¾-1 Inches	Size 5 ½-¾ Inches	Size 6 ¼-½ Inches	Blts. Per Quart
AFLAME	\$ 2.20	\$ 1.80	\$ 1.40	\$ 1.20	\$.90	\$.70	\$ 4.00
AIDA	2.40	2.00	1.60	1.40	1.00	.80	3.20
ALBATROS	6 00	4.20	3.00	2.00	1.60	1.20	12.00
APRICOT GLOW	1.60	1.40	1.20	1.00			1.00
AVE MARIA	2.40	1.80	1.40	1.20	1.00	.80	3.20
BERTY SNOW	2.00	1.60	1.20	1.00	.80	.60	2.40
BETTY NUTHALL	2.00	1.60	1.20	.80	.72	.60	2.00
BILL SOWDEN	12.00	10.00	8.00	6.00	4.40	3.20	
CHAS. DICKENS	2.00	1.40	1.20	1.00			2.00
COMM. KOEHL	6.00	4.80	3.00	2.00	1.60	1.20	10.00
CORONADO	4.00	3.00	2.00	1.20	1.00	.80	3.20
CORYPHEE	4.00	3.00	2.00	1.20	1.00	.80	3.20
DAMASCUS	8.00	6.40	5.00	4.00	3.00	2.40	10.00
DR. BENNETT	1.80	1.40	1.00	.80			1.60
DR. MOODY	2.00	1.60	1.20	1.00	.80	.60	2.40
DR. SHOOK	2.00	1.60	1.20	1.00			2.00
FATA MORGANA	16.00	12.00	10.00	8.00			
F. J. McCOY	4.80	3.60	2.80	2.20	1.60	1.20	3.60
GLORIANA	1.80	1.40	1.00	.80			1.20
GOLDEN DREAM	2.00	1.40	1.00	.80			1.20
JANE ADDAMS	3.20	2.80	2.40	1.60	1.20		3.20
JANET	5.40	4.20	3.60	3.00	2.40	1.60	10.00
JOERG'S WHITE	2.60	2.00	1.60	1.20			2.00
J. VAN TETS	16.00	12.00	10.00	8.00	6.40		
JUBILEE	5.40	4.80	3.60	3.00	2.40	1.60	14.00
LA PALOMA	5.00	4.00	3 00	2.00	1.60		6.00
LINALEE	8.00	6.40	5.20	4.20	3.20		
LOYALTY	3.60	2.60	2 00	1.40	1.00		4.00
MAMMOTH WHITE	7.00	6.00	5 00	3.60	2.40		
MARMORA	2.80	2 00	1 60	1.20	.80	.70	2.40
MARROCO	3 00	2.20	1 80	1.20	1.00	.80	3.60
MARY JANE	2.40	2 00	1.60	1.20			2.80
MINUET	2.40	2 00	1 60	1.20	1.00	.80	2.80
MISS DES MOINES	7.20	6 00	4 80	3.60	2.40		15.00
MISS GREELEY	12.00	10.00	8 00	6.00	5 00		
MOTHER MACHREE	6.00	4.80	3 60	3.20	2.40	1.60	5.00
MRS. DOUGLAS	1.80	1.60	1.20	.80			1.60
MRS. F. WHITE	7.20	6.00	4 80	4.00			
MRS. HORNBERGER	2.00	1.60	1.20	1.00			1.60
MRS. KONYNENBURG	2.00	1.60	1.20	1.00	.80	.60	1.60
MR. W. H. PHIPPS	2.00	1.60	1.20	1.00			1.60
NANCY HANKS	2.00	1.60	1.20	1.00			1.60
OLIVE GOODRICH	2.00	1.60	1.20	1.00			1.60
ORANGE WONDER	2.40	1.80	1.40	1.20	.90	.70	3.20
ORCHID, THE	3.00	2.40	1 60	1.20			
OUR SELECTION	4.40	3.60	2 80	1.80	1.20	.90	4.00
PATRICIA CARTER	2.80	2.20	1.80	1 40			3.00
PFITZER'S TRIUMPH	2.00	1.60	1.20	1.00	.80	.70	2.40
POUR LE MERITE	5 40	4.80	3 60	3 00			7.00
PURPLE GLORY	2 00	1.60	1 20	1.00	.80	.70	1.60
RED GLORY	2.00	1.60	1.20	1.00			2.00
ROYAL LAVENDER	3.20	2.40	1 80	1.40	1.00	.80	5.00
RUFFLED GOLD	3.20	2.40	1 80	1.40			5.40
SCARLET WONDER	2 40	1.80	1 40	1.20			1.60
SALBACH'S PINK	6 40	4.80	3 60	2.40			10.00
SEÑORITA	2.40	1.80	1.40	1.20			1.60
SONNENBERG	8 00	6.40	5 20	4.00			16.00
SPIRIT OF ST. LOUIS	2.00	1.60	1 20	1.00			1.60
STUTTGARDIA	7 20	6.00	4 00	3.20	2 40		15.00
SUNSHINE GIRL	6.00	4.80	3.60	2.40	2.00	1.60	12.00
(Slightly Mixed)							
TROUBADOUR	10.00	8.00	6.00	5.00			
VEILCHENBLAU	1.80	1.60	1.20	1.00	.80		2.40
WINGED VICTORY	8.00	6.00	4 80	3.60	2.40	1.80	
YELLOW PERFECTION	15.00	12.00	10.00	8.00	6.00		
EXHIBITION MIXED	2.40	1.80	1.20	1.00	.80		4.00

LONG'S Lovely Double Flowered Peonies



Mammoth Colorado Peony Majestic

PRICES ARE FOR STANDARD DIVISIONS, each division having 3 to 5 eyes. At my new low prices, you can plant these regular or standard size roots at small cost.

BUT, if you wish to hold down the expense still more, and will be content to wait longer for best results, then take advantage of my lower prices for the smaller **TWO EYE** divisions.

TWO EYE DIVISIONS ALSO. These divisions are smaller, but will eventually produce as fine results as the standard divisions. If you wish the **TWO EYE** divisions, then figure any at just one-third off the prices given here for the 3 to 5 eye divisions. Be sure to specify two eye divisions if order at the lower prices.

All Peony Roots Priced Prepaid.
Deliveries from early Sept. to Dec.

AVALANCHE. As the name implies, pure snow white. Center of some petals faintly tinted carmine. Strong, tall mid-season variety and free bloomer. Fragrant. 48c.

BARONESS SCHROEDER. Buds delicate flesh, changing to white. Later than Avalanche. 75c.

EDULIS SUPERBA. Bright rose-pink. Very early. Fragrant. A favorite cut flower variety. 45c.

ELWOOD PLEAS. Lovely shell pink, delightfully fragrant. Strong stems support well the very large blooms. Some carry six or more flowers, all of good size, making a bouquet from a single stem, a characteristic found also in the popular variety, Therese. Midseason. Have a large stock of Elwood Pleas, hence the special low price. Good 3 to 5 eye divisions only 48c.

FESTIVA MAXIMA. The well known white, flecked crimson. Many now prefer Avalanche, but Festiva Maxima is still among the good whites. 39c.

FRANCES WILLARD. Creamy white. The large flowers open blush, but turn white, showing golden stamens. Midseason. \$1.05.

GENE STRATTON PORTER. A recent introduction of unusual merit. Pure white of charming shape and large size. If it has any faults, I have not been able to discover them. Midseason, later than Avalanche.

Blooms in my field along with Baroness Schroeder. Has been quite high priced, but this season I can supply the standard size divisions of this new white for \$2.70.

GROVER CLEVELAND. Discontinued, because so similar to Karl Rosenfield, which is better.

HARRY L. RICHARDSON. A good new late red. \$3.60.

JUBILEE. An immense, unique show variety, opening delicate pink but quickly changing to pure white. Petals are irregular in shape, a mixture of very wide and very narrow. Blossoms among the largest known, sometimes exceeding 11 inches in diameter. Has twice won the prize at National Peony shows for best 6 blooms. Cut before flowers fully open, and let them open in the house, to get the greatest thrill from Jubilee. 75c.

KARL ROSENFELD. One of the best and most dependable of the reds. Mid-season. Rich Crimson. Plants healthy and vigorous, produce an abundance of large semi-rose type blooms, held erect by strong stiff stems. What's more, the flowers remain in good condition for many days, whether on the plant or when cut. Special price for the 3 to 5 eye divisions only 39c.

LA FEE. A scarce variety of unusual habit. Flowers of rose-pink are borne in clusters, in great profusion. Should be cut before fully open, as the clusters are too heavy for the strong stem in case of hard winds or rain. \$2.25.

LE CYGNE. Considered by many as the finest pure white. But ideal specimen blooms are not likely to be produced until the plant is three or four years old. \$2.25.

LONGFELLOW. Brilliant crimson, with golden stamens surrounding the center. very slow to fade, either when cut, or out in the garden. A snappy red. Good in every way. 66c.

MAJESTIC. Originated here at Boulder by my friend D. M. Andrews, proprietor of the Rockmont Nursery. Flowers of largest size, on strong stiff stems. A perfect rose-type, expanding freely, with no tight buds. Color, rose-pink of even tone. Fragrant. \$3.60.

MARTHA BULLOCH. Enormous cup-shaped blooms of rose pink. Stems tall and strong, usually producing but one bloom, thus not requiring disbudding for best specimen blooms. \$1.65.

MARY W. SHAYLOR. An unusual fragrant pink. The guard or outer petals are shell pink, the center a creamy yellow with bright yellow stamens visible among the petals. A prolific bloomer, especially good for landscape effects. 87c.

MONS. JULES ELIE. Immense globe type. Dark pink with silvery sheen. 84c.

MONS. MARTIN CAHUZAC. Known as the DARKEST red peony. A deep maroon-red of good size. Until plants well established, the flowers may come only semi-double. Later are fully double under normal conditions. \$1.32.

MRS. EDWARD HARDING. Pure white. Fine flowers of perfect form and delicate, lacy quality. Free flowering. Stiff stems. Midseason. \$1.95.

NIMBUS. (Andrews..) Lovely new white. The flowers open light pink, but change to white. Plant stems and flowers good in every way. \$3.00.

OCTAVIE DEMAY. One of the earliest, largest and best light pinks. Plants and stems not so tall as most varieties, but the flowers are exquisite, well supported on sturdy stout stems. Should be in every collection both because of its all around good qualities and also because of its earliness, thus advancing and prolonging the blooming season of GOOD light pink peonies. Plant this in front of your other Peonies. 60c.

OFFICINALIS RUBRA. The well known old-fashioned extra early red "piney" of the old-time garden. Roots and plants different from ordinary peonies. Especially valuable because of its extreme earliness. Seldom fails to be in bloom for Decoration Day in most sections. 60c.

OPAL. Guard petals delicate pink upon opening, changing to white. Center is opal pink. Vigorous plant. Profuse bloomer. A dainty and beautiful variety. 90c.

OZONE. One of the earliest light pinks. Comes when good pinks are scarce and welcome, ahead of most others. Good stems. Free bloomer. A pleasing addition to any Peony collection. \$1.05.

PHILIPPE RIVOIRE. Very dark crimson. Cup-shaped flowers of rose type. Strong healthy plant. Tall, straight stems. Keeps well when cut. Something about the color and form of this Peony that makes it stand out both in the garden and show room. It was one of the most attractive varieties in my big display in Denver show June 15-16. Cut when blooms about half open for best results indoors. \$2.25.

PRESIDENT WILSON. Soft rose-pink flowers of very large size, well supported on strong stems. One of the best to date. \$4.20.

RENIE HORTENSE. Soft, beautiful pink. Semi-rose type. Center of flower flecked crimson. Midseason, following close after Octavie Demay of similar color. A wonderful exhibition as well as commercial variety and surprisingly inexpensive for so good a Peony. 72c.

SARAH BERNHARDT. Apple blossom pink, with each petal tipped silver. Semi-rose type. About as tall as Martha Bullock, and blooms nearly a week ahead of Martha. Good idea to have both. 90c.

SOLANGE. A most unusual, interesting and charming Peony. A real novelty. Nothing else quite like it. Color, soft pink-cream with a slight suffusion of tan or Havana brown, this deepening at the heart. Rose type flowers, coming out just a little later than the average midseason varieties. The buds are exceedingly solid and heavy, the petals are many and rather closely packed, and of fine texture. Should be cut before flowers fully open and allowed to open slowly indoors, tho I have wonderful blooms right now as I write this, (June 19), out in the field. Solange was one of the sensations at the Denver flower show last week. It kept better than nearly all other varieties. Every Peony lover should have Solange. \$1.11.

THERESE. Enormous show flower of compact rose type. Color, satiny pink, lilac-white center, with a glossy reflex. Even without disbudding, the center flower is of immense size. Often as many as 5 lateral or side blooms of good size also. Therese has been rated as the best pink. Takes several years for plants to produce typical Therese blooms. \$1.20.

WALTER FAXON. Uniform bright rose, deepening towards the center. There is a suggestion of shrimp pink in the color tone. Not quite so strong grower as some other favorites, and stems not so stout as could be desired. The delicate color makes up for some of these shortcomings. \$1.20.

Peony Collections

SPECIALLY PRICED

NOTE. Peony Collections offered in 3 to 5 eye divisions only.

\$3.90 PEONY COLLECTION

Avalanche	Karl Rosenfield
Edulis Superba	Octavie Demay
Elwood Pleas	Officinalis Rubra
Frances Willard	Sarah Bernhardt
Jubilee	Solange

One each, of these 10, labeled, for \$3.90 prepaid. All 3 to 5 eyes.

\$7.80 PEONY COLLECTION

Elwood Pleas	Mrs. Edw. Harding
Gene Stratton Porter	Opal
Martha Bullock	Ozone
Mary W. Shaylor	Phillippe Rivoire
Mons. Martin Cahuzac	Solange

One each, of these 10, labeled, \$7.80 prepaid. All 3 to 5 eyes.

LOST LABEL PEONIES. Labeled as to colors only. Red, Pink and White, your choice, at 30c each; 4 for \$1.00. Standard 3 to 5 eye divisions.

Peony Wholesale Prices

Priced F. O. B. Boulder

PLEASE READ CAREFULLY. At these wholesale prices you pay express. If request parcel post instead, then the amount of postage will be c. o. d. Do not try to estimate and send cost of postage. Do not say will send postage upon arrival of Peonies. Postage must be c. o. d.

Following prices are for the 3 to 5-eye divisions. Five at the 10 rate. Smallest wholesale order, \$3.00.

Per 10	Per 10
Avalanche\$ 2.40	Mons M Cahuzac \$ 6.40
Edulis Supurba .. 2.00	Mrs. E. Harding 10.80
Elwood Pleas 2.40	Nimbus 14.40
Festiva Maxima . 2.00	Octavie Demay .. 2.80
Frances Wallard . 6.40	Officinalis Rubra 3.20
Gene S. Porter .. 14.40	Opal 4.80
Jubilee 3.20	Ozone 5.60
Karl Rosenfield .. 1.60	Philippe Revoire . 10.80
La Fee 10.80	Renie Hortense .. 4.80
Longfellow 4.00	Sarah Bernhardt . 5.20
Martha Bullock . 8.00	Solange 5.60
Mary Shaylor ... 4.00	Therese 7.20

You may figure one division of any variety above at one-eighth the 10 price, f. o. b. Boulder. Terms as above.

Long's \$12.00 Iris Collection



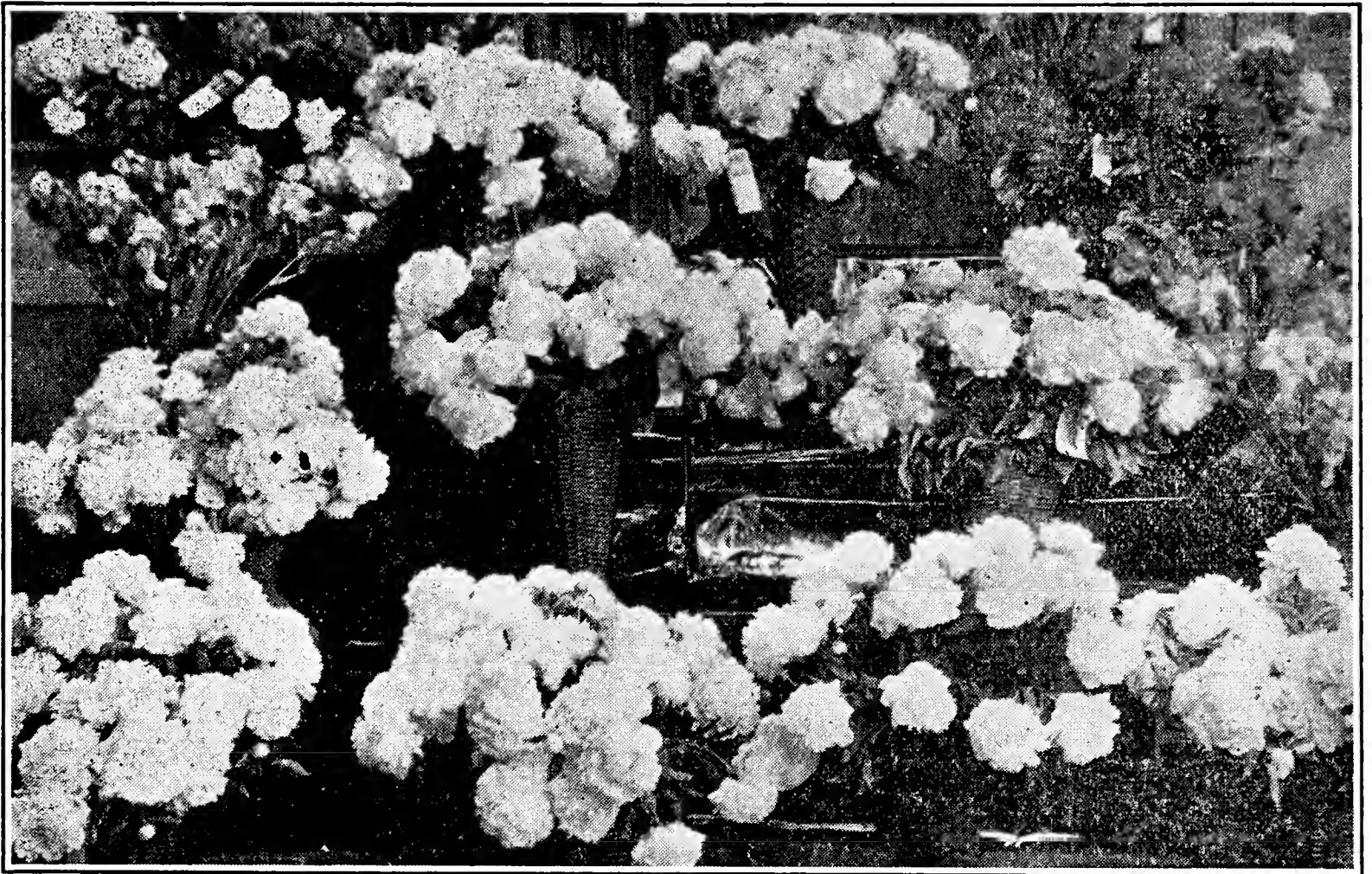
Super Special

Add \$3.00 and I'll include one Pink Satin—all for \$15.00, prepaid.

ONE EACH—
 Blue Velvet
 Bruno
 Candlelight
 Dr. Chas. Mayo
 Doxa
 Duke of Bedford
 Frieda Mohr
 Clowing Embers
 Grace Sturtevant
 Kansas
 Los Angeles
 Midgard
 Monterey
 Pluie d'Or
 Refulgence
 Sacramento
 San Francisco
 Sonoma
 Souv. Gaudichau
 \$12.00, Prepaid

OPEN SEASON FOR IRIS. Iris may be reset any time when the ground isn't frozen. Best time is from mid-summer to last of September so the roots become well established before winter. But some of the finest results I ever had were from late November plantings. Special leaflet will be sent with orders, telling a few secrets of success with Iris and Peonies.

LONG'S Large and Lovely Peonies



One section of my Peony and Iris display at the Denver show, June 15 and 16, 1933. Was late for the Iris, but several baskets of Frieda Mohr (not shown here) made a wonderful showing. My flowers were entered in the Commercial Non-Competitive Class.

From
THE J. D. LONG SEED COMPANY
Boulder, Colorado

Sec. 562 P. L. & R.
U. S. POSTAGE

PAID
Boulder, Colorado
Permit No. 1

Return Postage
Guaranteed

VEGETABLE
SEED TRIALS
HORTICULTURE



J. D. Sez, Sez 'e! My Spring catalogue will be sent you the last of January, 1934.

D.N. Shoemaker
U. S. Dept. of Agric.
Washington, D. C.